

Code: 7075

Title: NEW MEDIA EDITOR-UNCLASSIFIED

SUMMARY: Manages the style, navigation, graphical and journalistic consistency of the county's web oriented communication environment. This classification is appointed, unclassified and exempt from the Pima County Merit System Rules.

DUTIES/RESPONSIBILITIES: (Work assignments may vary depending on the department's needs and will be communicated to the applicant or incumbent by the supervisor.)

Monitors and maintains daily oversight of the County's website;
Recommends and coordinates the use of traditional and new web driven mass communications techniques;
Manages the layout of the County's website by coordinating and performing page layouts to position and space, articles and illustrations/graphic, and photo/content selection and editing;
Designs, develops and establishes the journalistic style and editorial placement of published content ensuring consistency in style, tone, and quality;
Coordinates art/graphic direction and publication for all media platforms;
Collaborates with County departments, organizations and agencies relating to website marketing, promotion, and public information strategies;
Develops project scope and budget, and communicates with idea originators, develops teams and leads projects from inception through completion;
Assumes a team leadership role in the justification and implementation of new media environments;
Develops and coordinates deployment and use of new web driven mass communication techniques;
Supervises and/or coordinates staff and others as assigned, including work scheduling, assignments, evaluation work efforts performance evaluations and progressive discipline;
Coordinates the County's Graphic Identify Program, including oversight of the County logo on all county material.

KNOWLEDGE & SKILLS:

Knowledge of:

- journalistic style, usage and editing techniques;
- techniques used in preparing information for daily publication;
- publicity techniques and local media markets;
- variety of the new media field's concepts, practices, procedures and application;
- current web industry standards and techniques
- graphic design used in all media platforms;
- effective teamwork behaviors;
- principles and techniques of effective management, supervision and project team management.

Skill in:

- using MS Office Product Suite;
- project planning, management and control;
- media vendor negotiations and development of associated service agreements;
- planning and promoting activities to a diverse population;
- professional interactions with a variety of public/community groups, business and governmental organizations;
- oversight preparation of news stories and pictures for release to all mediums of public information;

- written and verbal communication to include making presentations;
- employing quality analytical and conceptual skill sets with detailed orientation and diagnostic tools;
- preparing and administering budgets, agreements and contracts;
- organizing, directing and evaluating staff/teams, and planning, organizing and managing project activities.

DESIRED QUALIFICATIONS:

A Bachelor's degree from an accredited college or university with a major in journalism, communications, public information, English, or a closely related field as determined by the appointing authority at the time of recruitment, and three years of experience developing communications material in the areas of journalism, public information or a closely related field.

(Additional relevant work experience and/or education from an accredited college, university or technical trade school may be substituted.)

OTHER REQUIREMENTS:

Licenses and Certificates: Some positions may require appropriate licenses or certifications a time of appointment or within a specified timeframe, e.g., Certified Business Analysis Professional (CBAP). Some positions require a valid Arizona Class D driver license at the time of application or appointment. Failure to obtain/maintain the required licensure/certification shall be grounds for termination.

Physical/Sensory Requirements: Physical and sensory abilities will be determined by position.

This classification specification is intended to indicate the basic nature of positions allocated to the classification and examples of typical duties that may be assigned. It does not imply that all positions within the classification perform all of the duties listed, nor does it necessarily list all possible duties that may be assigned.

Pima County

12/7/10(tb)
Updated 12/23/13(lsg)