

SOCIAL MEDIA SPECIALIST

Job Code	Pay Grade
07575	P3

Nature of Work

This is advanced professional work involved in the development, design, review, organization and maintenance of various social media and marketing technologies within the Marketing & Communications Department. Work involves strategically managing the county's social media presence by conceptualizing, writing, designing, publishing, curating, monitoring and reporting on various platforms. The incumbent of this position provides advanced content creation, skilled social media management, marketing outreach and web-based support as needed. The incumbent reports to a manager, supervisor or designee.

Minimum Qualification Requirements

- 6 years of experience in social media, marketing, web technology, digital media or a related field that includes use of social media and multi-media technologies; or
- Associate's degree in marketing, communications, public relations, digital media or other social media related field and 4 years of experience as described above; or
- Bachelor's degree in marketing, communications, public relations, digital media or other social media related field and 2 years of experience as described above; or
- An equivalent combination of education, training and/or experience.

Appointing Authority May Also Require

- Florida Driver's License.
- Assignment to work a variety of work schedules including compulsory work periods in special, emergency and/or disaster situations.
- Ability to obtain security clearance for Pinellas County Public Safety Complex.
- Other highly desirable knowledge, skills, abilities and credentials relevant to the position.

Illustrative Tasks (These are examples and are not all inclusive.)

- Oversee and strategize marketing outreach via county's social media channels.
- Writes, contextualize, design graphics and create video content consistent with the county's marketing goals.
- Updates the county's social media strategy to be consistent with current social media/digital trends and projections.
- Monitors departmental social media accounts and ensure brand and voice consistency.
- Creates and interpret weekly and monthly reports on social media performance using monitoring platform.
- Provides creative insight and implement tactics to increase public engagement via social and digital platforms.
- Assists in the planning, coordination and coverage of community events and programs.
- Meets with department representatives and Marketing & Communications staff to plan and work on social media projects and public education campaigns.
- Supports other web and digital content strategies according to county standards.
- Assists with copy writing/editing of draft collateral materials as needed.
- Performs other related work as assigned or required.

Knowledge, Skills and Abilities

- Knowledge in strategic social media content creation, publishing, monitoring and reporting.
- Knowledge creating and curating graphics and short videos/live feeds for social channels.
- Knowledge of basic social media and digital writing and design principles, techniques and skills including ability to design, lay out, edit and/or manipulated digital graphics and/or images.
- Knowledge of and ability to use software specific to development and management of social media platforms.
- Knowledge of Adobe Creative Suite or equivalent software to create social media and digital graphics.
- Knowledge of traditional art techniques, basic digital photography and video production, and use of traditional media.

SOCIAL MEDIA SPECIALIST (continued)

Job Code	Pay Grade
07575	P3

Knowledge, Skills and Abilities (continued)

- Knowledge of post-production techniques such as use of editing software for final preparation for various multimedia.
- Knowledge and ability to test in multiple interfaces and/or browsers for optimal performance.
- Skill in organizational and proactive communication functions.
- Skill in accurate, effective and concise writing, and correct context.
- Skill in copy writing, proofing and editing skills.
- Ability to properly implement county branding including standards and guidelines.
- Ability to maintain appropriate file management system.
- Ability to effectively manage broad and diverse project work load in a deadline-driven work environment.

For official use only

Created	EEOC Code	Overtime Code
8/17	Professionals	Exempt