



Digital & Audiovisual Manager

Category: Exempt
Pay Grade: E25
Job Code: 07582

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

JOB SUMMARY

Performs highly-responsible administrative, managerial, and supervisory position responsible for digital and audiovisual services and activities of the Pinellas County Marketing and Communications Department; provides direct supervision of professional staff; coordinates digital and audiovisual strategy and services; manages public meeting audio/video needs and broadcasting services; ensures high-quality graphic design and video production services are provided to citizens, media, and community partners.

ESSENTIAL JOB FUNCTIONS (examples, not all inclusive)

- Researches, plans, implements, supervises, and reports on comprehensive digital and audiovisual activities, including public meeting and public event broadcast services, audio and video production, graphic design, and online content management and development;
- Oversees audiovisual and print efforts and assignments among teams of project coordinators, graphic designers, videographers, and administrative and technical staff in coordination with support of the marketing and public information programs;
- Manages and ensures factual and grammatical accuracy of digital, print, and broadcast deliverables (print, digital, audiovisual, etc.) prepared for diverse audiences;
- Effectively manages dynamic deadlines while providing high-quality deliverables;
- Anticipates and identifies creative communications opportunities and solutions;
- Employs solid graphic design, broadcast, digital, audio, and video production strategies to achieve desired communication outcomes;
- Promotes a variety of county-related programs through activities such as public events, public speaking, and tours;
- Manages event, program, and technical logistics;
- May serve as a media liaison and effectively provide in-person, telephone, and on-camera interviews on related County topics;
- Represents the organization at all times;
- Performs other related job duties as assigned.

QUALIFICATIONS

Education and Experience:

Five (5) years of professional experience in digital/audiovisual strategy and services in multiple formats (video, audio, print, digital, broadcast) for diverse audiences that includes one (1) year as a supervisor; or an Associate's degree in digital, audiovisual communications, or closely-related field and three (3) years of experience as described above; or a Bachelor's degree in one of the above fields and two (2) years of experience as described above; or an equivalent combination of education, training, and/or experience.

Special Qualifications (May be required depending on area of assignment):

- Florida Driver's License or Florida Commercial Driver's License and endorsement, if any.

- Assignment to work a variety of work schedules including compulsory work periods in special, emergency, and/or disaster situations.
- Other knowledge, skills, abilities, and credentials required for a specific position.

Knowledge, Skills and Abilities:

- Knowledge of audiovisual, design, and creative production skills;
- Knowledge of print, digital, audio, and video production;
- Knowledge of recent developments and advancement in digital and audiovisual methodologies and technologies;
- Knowledge of practices and principles of marketing and public information;
- Knowledge of County government organization and functions;
- Knowledge of the principles, practices, and methods of information media;
- Knowledge of the principles of public administration and management;
- Knowledge of effective use of alternative media presentation and format;
- Knowledge of Associated Press style;
- Skill in the use of office automation, design, and video editing software and desktop publishing equipment;
- Ability to manage projects from concept to fruition and measurement;
- Ability to apply computer applications and software;
- Ability to exercise sound judgment in analyzing situations and making decisions;
- Ability to plan, direct, and supervise work of subordinate employees;
- Ability to simplify complex topics and scenarios into customer-friendly communication pieces;
- Ability to manage high-sensitivity scenarios with tact and diplomacy;
- Ability to meet stringent and dynamic deadlines with accuracy.

PHYSICAL/MENTAL DEMANDS

The work is light work which requires exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force to move objects. Additionally, the following physical abilities are required:

- Feeling: Perceiving attributes of objects, such as size, shape, temperature or texture by touching with skin, particularly that of fingertips.
- Fingering: Picking, pinching, typing, or otherwise working, primarily with fingers rather than with the whole hand as in handling.
- Grasping: Applying pressure to an object with the fingers and palm.
- Handling: Picking, holding, or otherwise working, primarily with the whole hand.
- Reaching: Extending hand(s) and arm(s) in any direction.
- Visual ability: Sufficient to effectively operate office equipment including copier, computer, etc.; and to read and write reports, correspondence, instructions, etc.
- Hearing ability: Sufficient to hold a conversation with other individuals both in person and over a telephone; and to hear recording on transcription device.
- Speaking ability: Sufficient to communicate effectively with other individuals in person and over a telephone.
- Mental acuity: Ability to make rational decisions through sound logic and deductive processes.
- Talking: Expressing or exchanging ideas by means of the spoken word including those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly.
- Repetitive motion: Substantial movements (motions) of the wrist, hands, and/or fingers.
- Standing: Particularly for sustained periods of time.
- Walking: Moving about on foot to accomplish tasks, particularly for long distances or moving from one work site to another.

WORKING CONDITIONS

Work is performed in a dynamic environment that requires sensitivity to change and responsiveness to changing goals, priorities, and needs.