

DIGITAL AND AUDIOVISUAL MANAGER

Job Code	Pay Grade
07582	SM5b

Nature of Work

This is a highly-responsible administrative, managerial and supervisory position responsible for digital and audiovisual services and activities of the Pinellas County Marketing and Communications Department. Primary responsibilities include: direct supervision of professional staff; coordination of digital and audiovisual strategy and services; management of public meeting audio/video needs and broadcasting services; and ensuring high-quality graphic design and video production services are provided to citizens, media and community partners. A high degree of independence, sound judgment, initiative, attention to detail, anticipatory problem-solving and administrative ability is essential. Work is performed under the supervision of the Marketing and Communications Director, and is reviewed by observation, conferences, oral and/or written reports, as well as results obtained.

Minimum Qualification Requirements

- 5 years of professional experience in digital/audiovisual strategy and services in multiple formats (video, audio, print, digital, broadcast) for diverse audiences that includes 1 year as a supervisor; or
- Associate's degree in digital, audiovisual communications or closely-related field and 3 years of experience as described above; or
- Bachelor's degree in one of the above fields 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 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 highly-desirable knowledge, skills, abilities and credentials relevant to the position.

Illustrative Tasks (These are examples and are 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. This is done in coordination with and 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 related work as assigned or required.

Knowledge, Skills, and Abilities

- Knowledge of audiovisual, design and creative production skills.
- Knowledge of print, digital, audio and video production.

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Knowledge, Skills, and Abilities (continued)

- 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.

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01/17	Technicians	Exempt