



## **Social Media Specialist**

**Category:** Exempt  
**Pay Grade:** E18  
**Job Code:** 07575

*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 advanced professional work involved in the development, design, review, organization, and maintenance of various social media and marketing technologies within the Marketing & Communications Department; strategically manages the County's social media presence by conceptualizing, writing, designing, publishing, curating, monitoring, and reporting on various platforms; provides advanced content creation, skilled social media management, marketing outreach, and web based support as needed.

### **ESSENTIAL JOB FUNCTIONS (examples, not all inclusive)**

- Oversees and strategizes marketing outreach via County's social media channels;
- Writes, contextualizes, designs graphics, and creates 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 interprets weekly and monthly reports on social media performance using monitoring platform;
- Provides creative insight and implements 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 job duties as assigned.

### **QUALIFICATIONS**

#### **Education and Experience:**

Six (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 an Associate's degree in marketing, communications, public relations, digital media, or other social media related field and four (4) years of experience as described above; or a Bachelor's degree in marketing, communications, public relations, digital media, or other social media related field 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.
- Ability to obtain security clearance for Pinellas County Public Safety Complex.
- Other knowledge, skills, abilities, and credentials required for a specific position.

**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, layout, edit, and/or manipulate 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;
- 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.

**PHYSICAL/MENTAL DEMANDS**

The work is sedentary work which requires exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull, or otherwise move objects, including the human body. Additionally, the following physical abilities are required:

- 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.
- 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.

**WORKING CONDITIONS**

Work is performed in a relatively safe, secure, and stable work environment.