

GENESEE COUNTY

PUBLIC COMMUNICATIONS AND WEB DESIGN SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: The incumbent of this position is responsible for developing, designing and coordinating web sites and various social media platforms; including disseminating news and information through a variety of media outlets, including print; this position works closely with department heads and local news media to promote community awareness, while also focusing on planning and organizing necessary budgetary resources to enhance marketing/communication development; Does related work, as required.

TYPICAL WORK ACTIVITIES:

- Develops, administers, implements enhances and maintains website and social media platforms;
- Creates standards and assists departments with the development and enhancement of specific department media;
- Obtains content information and coordinates graphic content for web-based marketing and published material; including news releases, newsletters and brochures;
- Manages and updates information on the County website, social media accounts and other notification systems;
- Work with department heads, their representatives and designees, supervising the visual and marketing design aspects of all programs and services communicated to the public through web-based media, including overseeing the graphic elements of all departmental websites, maintaining consultative supervision over design work of department web site and social media editors, suggestion of style content and overall presentation of public information being delivered;
- Produces computerized/web-based presentations utilized by executive staff for external or internal use with focuses on visually communicating both abstract ideas or tangible data relating to, but not limited to; capital projects, annual budgets, community issues or intergovernmental initiatives;
- Provide accessible, easily understood information about Genesee County services and programs using various communication strategies, tools and tactics;
- Uses an array of computer applications or other automated systems, such as web design, spreadsheets, word processing, calendar, email, and database software in performing work assignments;
- Interviews staff, elected officials and board members on stories of interest, including legislative topics, county services/programs, construction/development projects and the county workforce;
- Develop and implement plans for advertising and promotional campaigns to enhance community awareness and public relations including marketing strategies to promote County facilities and services;
- Develops and produces original designs for logo, identity projects, branding and marketing materials in multiple formats and languages;
- Recommends and develops new communication methods and enhancements to better achieve County goals;

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TYPICAL WORK ACTIVITIES Cont'd:

Maintain working relationships with news media to disseminate information and publicize municipal events or issues of interest;

Ensures compliance with all federal and state regulations, including but not limited to; The American with Disabilities Act (ADA), NYS archive and record retention and U.S. Copyright Law and the Code of Federal Regulations.

The above examples of duties are intended only as illustrations of the various types of work performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

FULL PERFORMANCE, KNOWLEDGE, SKILLS, ABILITIES, AND/OR

PERSONAL CHARACTERISTICS: Comprehensive knowledge of the principals and practices of graphic design for web-based and other electronic media; comprehensive knowledge of graphics applications for page composition and construction, image development and illustration, and graphic manipulations for web-based media; thorough knowledge of personal computers and peripherals such as scanners, digital cameras, and storage devices, used in creating web-sites and web-pages; ability to communicate clearly and effectively, both orally and in writing; ability to establish and maintain effective working relationships; creative, imaginative, resourceful, imitative, independence, thoroughness, attention to detail, sound judgement and ability to work well with others.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit, use hands to finger, handle, or feel objects, tools or controls; and reach with hands and arms. The employee is regularly required to walk, talk and hear.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment may at times be elevated.

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MINIMUM QUALIFICATIONS: Graduation from high school or possession of an appropriate equivalency diploma recognized by the NYS Department of Education, **AND EITHER:**

- A.** Graduation from a regionally accredited or NYS registered college or university with a Bachelor's Degree or higher in communications, marketing, media arts, public relations, public administration, social sciences, business administration or a closely related field **AND** two (2) years of full-time paid experience in a position with substantial responsibility disseminating public information;

OR

- B.** Graduation from a regionally accredited or NYS registered college or university with an Associate's Degree in communications, marketing, media arts, public relations, public administration, social sciences, business administration or a closely related field **AND** four (4) years of full-time paid experience in a position with substantial responsibility disseminating public information;

OR

- C.** Six (6) years of full-time paid experience in a position with substantial responsibility disseminating public information;

Competitive Class
Adopted 4/27/22