

<b>Position Code: 0857</b>	<b>FLSA Status: Non-exempt</b>
<b>Pay Code: 120</b>	<b>EEO Category: 3</b>

**GENERAL DESCRIPTION OF JOB CLASSIFICATION**

The purpose of this job classification (class) is to oversee, update, and maintain the City’s presence on social media sites. The job class assists and oversees staff in other departments designated to post social media messages and ensures that all postings conform to City standards for content, tone, and design. The job class provides training and mentorship to other staff, as appropriate, in social media usage, best practices, and City standards.

**TYPICAL TASKS**

- Write, create, and maintain messages for the City’s primary social media sites, in coordination with department staff, City management, and others as appropriate.
- Adhere to set standards for posting and ensure that content meets stated goals.
- Develop, monitor, and report on appropriate key performance indicators (KPIs) and social media metrics.
- Monitor engagement with primary social media sites and respond to or act upon engagement as appropriate, in accordance with set standards.
- Perform and/or oversee functions necessary to ensure social media postings comply with Freedom Of Information Act and records retention standards and processes, both City-wide and within departments.
- Oversee social media operations conducted by other City departments, ensure postings and interactions are in accordance with City standards and specific message requirements. Serve as an additional monitoring point for all City social media sites and provide feedback/direction to department social media staff, as appropriate.
- Conduct periodic training and facilitate interactions among department social media staff members to expand knowledge, share trends, discover and manage issues, and ensure continued effective, appropriate use of social media for the City.
- Interface with City web staff for cross-promotional opportunities and to ensure message consistency. Utilize the City website as a point of linkage for social media postings, as appropriate, and ensure reliable contact is maintained.
- Coordinate the acquisition and use of social media-related technology tools throughout their lifecycle with the Information Technology (IT) Department and in compliance with IT standards.
- Design and/or consult on the design of graphics and visuals for social media sites, in coordination with department, web, and other appropriate staff.
- Participate in City emergency operations and facilitate posting of timely social media notices from the Emergency Operations Center or other appropriate official emergency sources. Train and coordinate department and City social media staff to allow for depth and back-ups during longer term operations.
- Other duties as assigned.

**GENERAL STANDARDS**

<b>Data Involvement</b>	Coordinates or determines time, place or sequence of operations or activities based on analysis of data or information and may implement and report on operations and activities.
<b>Interpersonal/People Involvement</b>	Gives information, guidance, or assistance to people to directly facilitate task accomplishment; may give instructions or assignments to helpers or assistants.
<b>Reasoning Requirements</b>	Performs coordinating work involving guidelines and rules but solves problems constantly.
<b>Mathematical Requirements</b>	Performs addition and subtraction, multiplication and division, and/or calculates ratios, rates and percentages.
<b>Language Requirements</b>	Reads journals, manuals, and professional publications; speaks informally to groups of coworkers, staff in other organizational agencies, the general public, and people in other organizations; composes original reports, training and other written materials using proper language, punctuation, grammar, and style; may present training programs.

<b>Mental Requirements</b>	Performs professional level work requiring the application of principles and practices of a wide range of administrative or technical methods in the solution of administrative or technical problems; applies general understanding of operating policies and procedures to solve complex administrative problems; requires continuous, close attention for accurate results or frequent exposure to unusual pressure.
<b>Decisions/Supervisory Control</b>	Guides others, making frequent decisions, affecting the individual, coworkers, and others who depend on the service or product.

**EDUCATION, EXPERIENCE AND SPECIAL REQUIREMENTS**

<b>Vocational/Educational Requirement</b>	Requires any combination of education and experience equivalent to an associate's degree in Communications or a closely related field with organizational social media platforms.
<b>Experience</b>	In addition to the vocational/educational requirements, this position requires at least one year of related, full-time equivalent experience.
<b>Special Certifications and Licenses</b>	Requires a valid driver's license and a driving record that is in compliance with City Driving Standards.
<b>Special Requirement</b>	Employees may be expected to work hours in excess of their normally scheduled hours in response to short-term departmental needs and/or City-wide emergencies. Emergency operations support work and work locations may be outside of normal job duties.

**AMERICANS WITH DISABILITIES ACT (ADA) REQUIREMENTS**

The City of Chesapeake is an Equal Opportunity Employer. ADA requires the City to provide reasonable accommodations to qualified individuals with disabilities. Prospective and current employees are invited to discuss accommodations.

*This is a class specification and not an individual position description. A class specification defines the general character and scope of duties and responsibilities of all positions in a job classification, but is not intended to describe and does not necessarily list the essential job functions for a given position in a classification.*