

# CITY OF PERRY, GEORGIA

## JOB ANNOUNCEMENT

**POSITION OPENING:** 16-33 **Post Dates:** 5/19/16 – 6/20/16

**Classification Title:** Digital Communications Manager (Part-time)

**Rate of Pay:** \$24.04/Hour

**Department:** Economic Development

**Term of Appointment:** (X) Part-Time

(X) 12-month probation

### **GENERAL NATURE OF WORK:**

The Digital Communications Manager will implement the City of Perry's Social Media Strategy and develop and administer related social media accounts. Administration includes social media content strategy, community engagement, development of brand awareness, analysis of trends, and generally serving as the digital liaison between the City of Perry, City Departments, and the Perry Community. The Digital Communications Manager is a highly motivated individual with experience and a passion for designing and implementing social media content strategy, digital communications, creating relevant content, community participation and engagement, and leadership.

Reports to Director of Economic Development and interacts with Mayor and Council and other Department Heads.

Some night and/or weekend work may be required.

### **EXAMPLES OF DUTIES:**

- Set up, develop, and optimize official City of Perry social media accounts and networks.
- Generate, edit, publish and share daily content (original text, images, video, HTML, etc.) that builds meaningful connections with Perry residents and visitors and encourages community members to take action.
- Monitor, moderate, listen and respond to users in a "Social" way while cultivating community engagement and support.
- Conduct online advocacy and cultivate cross-promotions.
- Monitor social media sites to track public conversations on topics of interest to the City. Monitor trends, issues, and community sentiment throughout social media networks, tools, applications, channels, design and strategy and ensure the City is aware and/or responds as appropriate.
- Respond to comments and inquiries as appropriate and in accordance with the established protocols.
- Ensure coordination and consistency between City social media and the City of Perry website.
- Consult regularly with designated representatives of City departments to collect content and package appropriately for the City's social media site.
- Record any content that is inappropriate and remove said content from City sites.
- Ensure social media activity coincides with established City of Perry policies, ordinances, communication networks, etc.
- Monitor effective benchmarks (best practices) for measuring the impact of social media strategies. Analyze, review, and report on effectiveness of activities in an effort to maximize results.
- Generate reports and updates for Mayor and Council and City Staff.
- Coordinate community outreach programs as requested.
- Other duties as assigned.

### **MINIMUM QUALIFICATIONS:**

- Associate's Degree in communication, journalism, marketing or related field is required.
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills.
- Positive attitude, attention to detail, and being customer oriented with good multitasking and organizational abilities are a must.
- Candidates with experience managing the communications or social media of an organization, particularly a public organization, are preferred.

**THE CITY OF PERRY IS AN EQUAL OPPORTUNITY EMPLOYER AND A CERTIFIED  
DRUG FREE WORKPLACE**