

*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.*

### Visual Communications Manager

**Department:** Administration

**Pay Grade:** 513

**FLSA Status:** Exempt

**Job Code:** A112

#### JOB SUMMARY

The purpose of this classification is to develop, design and manage the City's website, Intranet and graphic design of City publications, advertisements, and logos; oversees video production scheduling and staff.

#### ESSENTIAL JOB FUNCTIONS

- Supervises, directs, and evaluates assigned staff, processing employee concerns and problems, directing work, counseling, mentoring, disciplining, and completing employee performance appraisals. Acts as a liaison between employees and management and trains staff in operations, policies, and procedures.
- Organizes, prioritizes, and assigns work; prioritizes and schedules work activities to meet objectives; ensures employees have the proper resources needed to complete the assigned work; monitors status of work in progress and inspects completed work; consults with assigned staff to assist with complex/problem situations and provides technical expertise; provides progress and activity reports to Director.
- Manages City brands: coordinates with internal and external partners to ensure compliance with City brand standards; reviews and approves marketing materials, such as promotional emails, advertisements, etc. and provides guidance and direction to vendors completing outsourced visual projects.
- Supervises and participates in development of graphic design, industrial design, marketing deliverables, photography and videography to promote City events, programs, facilities, policies, and initiatives; develops marketing initiatives; identifies audience profiles, defines strategies, develops messaging; provides creative briefs, coordinates with, provides creative and technical guidance and training to, and approves the creative work of assigned

staff; provides creative support as needed, such as graphic design, photography post-production, video editing, animation, or other creative support.

- Manages the development, maintenance and ongoing improvement of internal and external City websites and services: designs and creates visually appealing websites that offer an exceptional user experience; determines structure, presentation and content; designs responsive websites layouts with corresponding media queries; develops and maintains front-end code and cloud platform integrations; designs and maintains email marketing templates and webforms; implements skip logic and other advanced functions; maintains City web servers; selects, installs, secures, and maintains website content management systems; and manages the provision of technical support for content creators and end users of City websites, social media accounts, and related services and portals.
- Manages procurement activities for the department: develops specifications for needed technology, equipment, and services; researches costs and recommends budgets; writes scopes of work for Request for Qualifications and Requests for Proposals; evaluates vendor qualifications and proposals and recommends selection; coordinates smaller procurements with a visual component; defines scope of work with vendors; obtains proposals and estimates; and determines fairness of pricing.
- Manages activities and services of vendors and subcontractors: coordinates production, fabrication, and scheduling for construction and installation projects; and oversees activities and services to ensure compliance with project plans and contract specifications.
- Provides professional photography services: develops creative concepts and vision; communicates concepts and vision to stakeholders; scouts locations; identifies equipment and other support requirements; acquires and coordinates work activities of talent and other collaborators; dresses sets; lights shots; directs talent and camera operations; performs post-production activities, such as choosing and editing photos; takes photographs at events for use in City publications; and trains other City photographers.
- Operates, maintains, and utilizes a variety of equipment to complete essential functions, such as City vehicle, photography, videography, and audio equipment, scissor lift, digital signage network, or other tools and equipment.
- Maintains a comprehensive and current knowledge of applicable laws, regulations, and standards: maintains and awareness of methods, practices, trends, technologies, and advances in visual communications and graphic and web design; reads professional literature; maintains professional affiliations; and attends workshops and training sessions as appropriate.
- Processes a variety of documentation associated with department/division operations, within designated timeframes and per established procedures: receives, reviews, prepares, completes, processes, forwards or retains as appropriate various forms, reports, correspondence, and other documentation, such as invoices, technical drawings, productions proofs, estimates, RFPS, RFQs, vendor qualifications and proposals, annual City reports and publications, presentations, technical proposals and documentation, etc.; compiles data for further processing or for use in preparation of department reports; and maintains computerized and/or hardcopy records.
- Communicates with City Manager, supervisor, subordinates, other City employees, consultants, vendors, outside agencies, the public, and other individuals as needed to

coordinate work activities, review status of work, exchange information, or resolve problems.

- Operates a personal computer to enter, retrieve, review, or modify data, utilizing word processing, spreadsheet, database, presentation, Internet, e-mail, or other software; and operates general office or other equipment as necessary to complete essential functions.
- Coordinates projects and work activities with other departments and outside agencies: works with departments and users to analyze and determine needs; solicits information and website content from City departments; reviews information from other departments prior to posting on web to ensure appropriateness of information and conformance with established guidelines.
- Performs administration functions: assists with development of long-range plans; makes recommendations for development, update, and/or implementation of policies and procedures; assists in the development of promotional and communications materials.
- Researches and compiles various statistical or administrative data: analyzes data and identifies trends; summarizes data and prepares reports; conducts research of Internet sites, electronic data sources, hardcopy materials, or other sources as needed.
- Maintains a comprehensive, current knowledge of applicable laws/regulations: maintains an awareness of new technologies, methods, trends, and advances in the profession; reads professional literature; attends seminars, workshops, and training sessions as appropriate.
- Performs miscellaneous tasks, which may include installing software, troubleshooting computer/equipment problems, initiating service calls, or ordering related supplies.
- Provides assistance to other employees or departments as needed.
- Performs other related duties as required.

### **MINIMUM QUALIFICATIONS**

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

Requires a Bachelor's degree in Media Communications, Graphics Design, Web Design, or closely related field; supplemented by three (3) years previous experience and/or training that includes web page design, website administration, Internet technology, electronic media systems administration, graphics design, project management, and personal computer operations; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

#### **Licenses or Certifications:**

- Possess and maintain valid HTML certification.

#### **Special Requirements:**

- None

#### **Knowledge, Skills and Abilities:**

- Knowledge of Internet and website principles and practices and of trends in Internet technology and website building.
- Knowledge of and proficiency in computer applications, such as desktop publishing, graphics design, and presentations.
- Knowledge of telephone systems including interactive voice response (IVR) and software/server systems.
- Knowledge of graphic design elements and layout/production techniques.

- Ability to write, develop, prepare, and edit effective communication and promotional materials; and must be able to develop and make effective public presentations.
- Ability to evaluate, audit, deduce, and/or assess data using established criteria. Includes exercising discretion in determining actual or probable consequences and in referencing such evaluation to identify and select alternatives.
- Ability to apply principles of persuasion and/or influence over others in coordinating activities of a project, program, or designated area of responsibility.
- Ability to operate and control the actions of equipment, machinery, tools and/or materials requiring complex and rapid adjustments.
- Ability to utilize a wide variety of reference, descriptive, advisory and/or design data and information.
- Ability to perform addition, subtraction, multiplication, and division; the ability to calculate decimals and percentages; the ability to utilize principles of fractions; and the ability to interpret graphs.
- Ability to apply principles of influence systems, such as motivation, incentive, and leadership, and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.
- Ability to exercise judgment, decisiveness and creativity in situations involving the evaluation of information against sensory, judgmental, or subjective criteria, as opposed to that which is clearly measurable or verifiable.

#### **PHYSICAL DEMANDS**

The work is sedentary to light which requires the ability to exert light physical effort, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or work station. Tasks also require the ability to perceive and discriminate visual cues or signals. Some tasks require the ability to communicate orally.

#### **WORK ENVIRONMENT**

Work is regularly performed without exposure to adverse environmental conditions.

**The City has the right to revise this job description at any time. This description does not represent in any way a contract of employment.**

*The City of Roswell, Georgia commits to a policy of equal employment opportunity for applicants and employees, complying with local, state and federal laws. The City's policy is to employ qualified persons without discrimination regarding race, creed, color, religion, age, sex, country of national origin, marital status, disability, sexual orientation, gender identity, genetic information, political affiliation, ethnicity, or status in any other group protected by federal/state/local law.*