

CITY OF SOUTHFIELD
JOB OPPORTUNITY ANNOUNCEMENT

The City of Southfield is currently seeking qualified candidates for the following full-time career position:

JOB CLASSIFICATION: Digital Media Specialist - Community Relations Department

SALARY RANGE: TPOAM Grade I Pay Range: \$44,400 - \$54,650;
Plus a comprehensive benefit package.

REPRESENTATIVE JOB DUTIES

- Coordinate digital information needs for the City including the content and design of the City's website and production of multi-media presentations.
- Maintain and update content on the City's Web site, www.cityofsouthfield.com.
- Develop, write and edit press releases, media advisories, public service announcements and feature articles. Prepare material for high-quality internal and external publications, including the *Southfield Living* city newsletter, *Southfield Source* employee newsletter, city calendar, brochures, speeches, programs, joint resolutions, etc.
- Update content for City's social media sites, including Facebook, Twitter, Instagram, Pinterest, LinkedIn, etc.
- Develops digital content, including videos and graphics for special programs, promotions and campaigns.
- Research, write, edit and design City's electronic newsletter *Southfield eNews* and employee newsletter.
- Coordination and production of department's graphic and photographic needs.
- Attend press and community events to cover on social media
- Other duties as assigned

JOB REQUIREMENTS – AS DETERMINED BY THE CITY OF SOUTHFIELD

- Bachelor's Degree or equivalent in, Web Design, Graphic Design, Public Relations or Communications or related field plus two (2) years of full-time, directly-related experience in preparation of high-quality published content with an emphasis on Graphic Design
- High proficiency with Adobe Suite/Creative Cloud (InDesign, Photoshop and Illustrator, etc.)
- Experience with social media platforms including Instagram, Facebook, Twitter, Pinterest, LinkedIn, etc.
- Advanced knowledge and experience in desktop publishing, writing (AP Style preferred), editing, graphic design and web Content Management System (CMS).
- Knowledge of municipal operations, programs, and financing.
- Ability to perform basic website development and management
- Ability to operate both Windows applications for general department business and an Apple/MacIntosh computer for desktop publishing activities,
- Experience in working with the local and regional news media outlets.
- Proactive, public service attitude with excellent oral and written communication skills.
- Ability to manage time efficiently, meet deadlines, and be flexible to varying program hours
- Must be able to effectively produce a heavy departmental workload, involving diverse technical, creative, and support duties while working under the pressure of deadlines and changing priorities.

The selection process will include a review of the applicant's experience for posted requirements, criminal history check and an oral board interview including a writing assessment. Each step of the process must be passed before the applicant will be moved to the next step.

This is a "continuous" recruitment. Applications will be accepted until there are sufficient applicants to meet the City's recruitment needs. As such, interested persons should make application promptly. First application screening

APPLY AT: City of Southfield, Human Resources Department, 26000 Evergreen, Southfield MI 48076
Applications may also be downloaded from www.cityofsouthfield.com.
Completed applications can be emailed to: sfldjobs@cityofsouthfield.com

Please Do Not submit graphic and writing samples until you are asked to do so.

This announcement is only a summary of the position, its duties, job requirements and compensation. Further information is available from the Human Resources Department. The City of Southfield does not discriminate in its employment or any other programs or activities on the basis, of sex, race, color, age, height, weight, marital status, national origin, religion, arrest record, physical or mental disability, family status, sexual orientation, gender identity or any other protected category. We provide reasonable accommodation for qualified individuals with a disability if requested.

AN EQUAL OPPORTUNITY EMPLOYER M/F/V/H, DRUG FREE WORKPLACE

BM DATED: July 15, 2020



Individuals with special needs who may require assistance with the application process should contact the Human Resources Department at (248) 796-4700 (voice) or via email at hrrsupport@cityofsouthfield.com if auxiliary aids or services are needed. Reasonable advance notice is required.