



## POSITION VACANCY NOTICE

### CITY OF KETCHIKAN

July 27, 2023

#### SPECIFICS

TITLE: COMMUNICATIONS & MEDIA MANAGER			
DEPARTMENT:	KPU	DIVISION:	Sales, Marketing & Cust. Service
STATUS:	Regular Full-Time	HOURS/DAYS:	Monday-Friday 8:00 am–5:00 pm Including weekends & evenings
GRADE / STEP:	758 / A - K	DUTIES:	See attached job description
MONTHLY SALARY:	\$5191.79-- \$6,025.27 DOQ	UNION STATUS:	NO
<b>Special Requirements:</b> A Bachelor's degree from an accredited college or university with major course work in marketing, graphic design, video production, or a related field; four years of increasingly responsible marketing experience, including one year of administrative and/or lead supervisory experience; possession of, or ability to obtain, an appropriate, valid driver's license.			

#### ADVERTISING REQUIREMENTS

Position is open until filled.			
APPLICATIONS MUST BE RECEIVED BY CLOSING DATE			
WHERE:	Local Only <input type="checkbox"/>	Statewide <input type="checkbox"/>	Pacific NW <input type="checkbox"/> National <input type="checkbox"/>
WHO:	Major papers in specified area: Ketchikan Daily News Special agencies/associations: Local Schools; Job Service		
OTHER:	City of Ketchikan Website		

#### APPLICANT PROCESSING INSTRUCTIONS

FOR APPLICATION AND COMPLETE JOB DESCRIPTION CONTACT: HUMAN RESOURCES (907) 228-5631 OR ON-LINE AT <a href="http://www.ktn-ak.us/jobs">http://www.ktn-ak.us/jobs</a>
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**CITY OF KETCHIKAN IS AN EQUAL OPPORTUNITY EMPLOYER**

## COMMUNICATIONS AND MEDIA MANAGER

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

### **SUMMARY DESCRIPTION**

Under general direction, supports sales and marketing goals/objectives by developing social media content strategy, developing brand awareness, generating inbound traffic and cultivating leads and sales; serves as video production manager to create unique local content that celebrates and showcases Ketchikan and its people; acts as KPU's liaison and "face" in the community, in order to not only represent KPU but also encourage community businesses and residents to utilize KPU's services.

The Communications and Media Manager must provide a professional level of administration that effectively interacts with KPU and City management and other Telecommunication personnel. All performance must exhibit a professional image to KPU customers and the community at large that reflects positively on the City of Ketchikan, Ketchikan Public Utilities, and KPU Telecommunications and be accomplished with the most efficient use of resources available. Effective communication of KPU Telecommunications' values and strengths to its existing and potential customers and others is essential.

### **REPRESENTATIVE DUTIES**

*The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.*

1. Plans, prepares, designs, and executes the design and publication of all published social content (images, video and written) in professional social media; designs, creates, and manages promotions and Social ad campaigns; oversees design and ensures content is current, accurate and timely (ie: Facebook Timeline cover, webcamketchikan.com, radio-ad rotation, profile pic, thumbnails, ads, landing pages, Twitter profile, blog, and Google+ listings).
2. Advocates for the Company in Social Media, engaging in dialogues and answering questions where appropriate; monitors, listens and responds to users in a "Social" way while cultivating leads and sales; monitors online ratings and respond accordingly.
3. Designs, creates and manages promotions and Social ad campaigns; analyzes campaigns and translates anecdotal or qualitative data into recommendations and plans for revising the Social Media campaigns; identifies threats and opportunities in user generated content surrounding the business; reports notable threats to appropriate management.
4. Monitors trends in Social Media tools, applications, channels, design and strategy; demonstrates ability to map out marketing strategy and then drive that strategy proven by testing and metrics.
5. Performs concept development, scheduling and planning of local TV content, including local community events, special features, business advertisements, commercials and/or TV shows on KPU Telecommunications local channels.
6. Produces and coordinates live broadcasts in a variety of fields (sports, civic events, meetings, etc.).
7. Coordinates the design, development, and running of various advertising mediums (print, TV, radio, etc.).
8. Maintains KPU's YouTube presence and video portion of the website with combination of minor updates and design overhauls.
9. Develops and maintains a library of video content for community channels, KPU website & advertising.
10. Work closely with Network Engineers and other appropriate staff members to ensure VOD and local channels are updated and scheduled.
11. Supervises the Local Content Specialist and temporary camera people; ensures maximum productivity and quality.

12. Develops, fosters, and directs the local network of on air talent for production and airing of local television content, ensuring local TV content is perceived as “fresh”.
13. Conceptualizes and coordinates special events; plans KPU's participation in community events.
14. Participates in community service/civic events, local boards and committees, chamber of commerce meetings and events.
15. Acts as liaison between the community and KPU; identifies and facilitates sales opportunities for business sales engineer, marketing manager, and KPU CSRs.
16. Participates in development of budget and forecasts funds needed related to TV production, social media and advertising.
17. Performs basic level of new product and services testing.
18. Performs related duties as required.

## **QUALIFICATIONS**

*The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.*

### **Knowledge of:**

Operations, services, and activities of a full-service commercial and residential telecommunications organization.

Standards, rules, and regulations governing telephone utility operations.

A thorough understanding of KPU's products, services and policies so they can be appropriately communicated to the public.

Office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, and databases.

Basic video editing and production software.

Familiarity with social media management and website maintenance.

Rules of grammar, punctuation and spelling, and their use in effective copy composition and business communications.

Telecommunications products and services, specifically KPU's.

General company policies and procedures.

Pertinent federal, state, and local laws, codes, and regulations

### **Ability to:**

Possess sound and effective interpersonal skills and be able to train others.

Quickly learn the organization and operation of the KPU, the City and outside support agencies as necessary to assume assigned responsibilities.

Abide by, interpret, and apply general and specific administrative and departmental policies and procedures as well as applicable federal, state, and local policies, laws, and regulations.

Plan and organize work to meet continually changing priorities and deadlines.

Self-educate, respond quickly and think creatively.

Positively represent the department to outside individuals and agencies.

Have strong organizational and verbal skills.

Work cooperatively with other departments, officials, and outside agencies.

Operate office equipment including computers and supporting word processing, spreadsheet, and database applications.

Respond tactfully, clearly, concisely, and appropriately to inquiries from the public, KPU staff, or other agencies on sensitive issues in area of responsibility.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with those contacted in the course of work.

**Education and Experience Guidelines** - *Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

### **Education/Training:**

A Bachelor's degree from an accredited college or university with major course work in marketing, graphic design, video production, or a related field.

**Experience:**

Four years of increasingly responsible marketing experience, including one year of administrative and/or lead supervisory experience.

**License or Certificate:**

Possession of, or ability to obtain, an appropriate, valid driver's license.

**PHYSICAL DEMANDS AND WORKING ENVIRONMENT**

*The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.*

**Environment:** Standard office setting with some travel from site to site; working hours may be irregular due to promotional activities on weekends or evenings; frequent contact and interaction with business-oriented telecommunications subscribers; routine contact and interaction with manufacturers and vendors; regular industry involvement and participation.

**Physical:** Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to travel; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

**Vision:** See in the normal visual range with or without correction.

**Hearing:** Hear in the normal audio range with or without correction.

Grade: 758

Union: No

FLSA: Exempt

Date Approved: April 2017

Reviewed: December 2018

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Human Resources Manager Approval

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City Manager Approval