EMPLOYMENT OPPORTUNITY

DIGITAL MEDIA PRODUCER
VISUAL COMMUNICATIONS

In compliance with the Americans with Disabilities Act, persons needing Accessibility and/or Language assistance help should contact 801.629.8701, visit http://accessibility.ogdencity.com or contact Relay Utah at 711 or 888.735.5906.

POSITION SUMMARY
Ogden City seeks a full-time visual communications professional to join its marketing and communication team to assist in planning and implementing the brand and strategic marketing for Ogden. The successful candidate will work collaboratively with a team as well as independently to create and disseminate a broad range of items that tell the stories of Ogden. Daily tasks include taking original photography and video, extensive photo and video editing, creative graphic design and page layout, writing, social media marketing, and web editing. This position receives direction from the Marketing and Communication Administrator.

EXPERIENCE AND TRAINING STANDARDS
Training and/or experience equivalent to the completion of a bachelor’s degree from an accredited college or university with major course work in marketing, visual communication, or equivalent. Experience in creative writing, graphic design, project coordination, print and online production. Preference given to candidates with a talent for photography and videography with strong design skills. Possession of, or ability to obtain, a valid Utah driver’s license.

NIMS REQUIRED TRAINING
Employee will be required to complete training in the National Incident Management System (NIMS), a systematic and proactive approach to guide organizations to work together seamlessly during emergency incidents, threats, and hazards. NIMS IS100, IS200, IS700, IS800, IS701, IS702, IS703, IS704, IS775, IS250a, G-290, G-291, and IEMC course(s) among other position specific ICS courses are required based on assignment within two years of hire.

Failure to obtain/maintain license and certificate as outlined above will result in termination from the position.

ESSENTIAL JOB FUNCTIONS
- **40% Video and Photography.** Take pictures and video at community events, employee gatherings, and other marketing opportunities. Photos and video will be used to showcase Ogden and will be used in social media, webpages, newsletters, and brochures.
- **30% Graphic Design and Page Layout.** Arrange text, images, and illustrations to create a pleasing and reader friendly experience. Edit text where necessary to fit space requirements,
create infographics to better portray content, and acquire and place appropriate imagery to support key messages.

- **20% Writing and Editing.** Independently draft written content for newsletter articles, webpages, press releases, social media posts, brochures, advertising copy, invitations, programs, and other projects as assigned. Assist in editing the work of others to ensure all published work supports the brand and marketing strategies of Ogden and conforms to adopted style guides.

- **10% Web Editing.** Maintain and update the City’s website on a regular basis using a custom Content Management System.

Use of creative flair, originality, and strong visual sense to produce items that have a high visual impact. This will require listening to project managers and understanding the needs for the project before making design decisions.

- All work shall be tackled with a professional approach to time, costs, and deadlines.
- Participate in safety and risk management activities; take action to reduce liability to the city.
- Perform related duties and responsibilities as required.
- Attendance and punctuality are essential functions of this position. Employee is required to work as a team and frequently meet with co-workers and supervisors; employee is required to communicate in-person with the public during office hours; and employee is required to use on-site equipment.
- Promote and follow the City and Department mission statement, values and expectations.

**QUALIFICATIONS**

*Knowledge, skills, abilities:*

- Strong design skills in Adobe Creative Suite applications: Premiere, Illustrator, Photoshop, and InDesign
- Talented at videography and photography
- Expert writing, editing, and proofreading skills
- Creative, original, and strong visual sense
- Ability to grasp business needs and consider practical design solutions
- Confidence to present and explain ideas
- A matter-of-fact approach if ideas or designs are rejected
- Awareness of other city’s marketing activities, ability and willingness to research best practices
- Stauch attention to detail
- Ability to balance work on several projects at a time
- Excellent customer service skills
- Establish and maintain effective working relationships with those contacted in the course of work
- Maintain physical condition appropriate to the performance of assigned duties and responsibilities which may include sitting for extended periods of time, operating assigned equipment
- Maintain effective audio-visual discrimination and perception needed for making observations, communicating with others, reading and writing, and operating assigned equipment as required by the position
- Maintain mental capacity which allows for effective interaction and communication with others
• Ability to comply with all city policies and regulations, including safety and risk management standards.

WORKING CONDITIONS

The work conditions described here are representative of those an employee may encounter while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

PHYSICAL REQUIREMENTS

Work is performed in an office environment; sustained posture in seated position and prolonged periods of typing. While performing the duties of this job, the employee is frequently required to sit, walk and talk or hear. The employee is occasionally required to lift and or move up to 20 lbs. Work may be performed in inclement weather conditions and will travel from site to site in residential and commercial environment.

DRIVER LICENSE REPORT (MVR)

Driver license report (MVR) will be obtained by the Human Resources Division if applicable.

CRIMINAL HISTORY BACKGROUND CHECK

Successful applicant must pass background check.

EDUCATION REQUIREMENT

Successful applicant must submit above education requirement before appointment.

VETERAN’S PREFERENCE POINTS

Applicants MUST submit a copy of their DD-214 with their application and before the closing date in order to receive veteran's points. This is for initial appointments only.

SALARY

Range 43 - $1,683.79 to $2,300.86 (Bi-weekly Rate) (DOQ). This position is eligible for benefits.

APPLICATION PROCEDURE

On-line applications will be accepted at www.ogdencity.com until Wednesday, December 14, 2016. If you do not have access to a computer, you may come to the Ogden City Human Resources office located at 2549 Washington Blvd., Suite 220, Ogden, UT 84401 between the hours of 8:00 a.m. to 5:00 p.m. Monday through Friday.

All applications/resumes will be evaluated and ranked on the basis of relevant education and experience as stated therein. Highest ranking applicants may be invited for a personal interview.

WE ARE A DRUG FREE WORK PLACE

AA/EOE/ADAAA

November 30, 2016