



CLASS SPECIFICATION

Class Title: Public Outreach Specialist
Department: Commission
FLSA: Non-exempt

Class Code: 253
Eff. Date: 09/08/17
Grade: 13

GENERAL PURPOSE

Under the general guidance and direction of the Commissioners and Commission Office Manager, creates and maintains Davis County's community outreach efforts, including social media/online presence and assists with administrative support functions in the office.

EXAMPLES OF DUTIES (Any one position does not include all of the duties listed; nor do the listed examples include all duties which may be found in positions of this class.)

Creates and maintains Davis County social media pages and profiles; executes social media strategy through research and audience identification. Generates, edits, publishes, and shares content daily (original text, images, video).

Builds online community through mature and responsible dialog and messaging. Screens for appropriateness and moderates user-generated content and messages, based on County's mission and according to policies. Watches for and reports negative feedback and news communications.

Manages emerging platforms creating new channels of engagement.

Generates and analyzes reports to gain insight on traffic, demographics, and effectiveness.

Collaborates with other departments to manage the County's image, coordinate promotions, and increase reach.

Greets visitors, answers telephones, provides information requiring knowledge of County and department policies and procedures, handles complaints appropriately, and refers concerns to appropriate persons.

Collects, organizes, and prepares data for a variety of forms, reports, records, and applications, and obtains signatures as necessary.

Establishes and maintains filing systems, controls records, and indexes.

Schedules and makes arrangements for calendar appointments, conferences, reservations, and meetings.

Performs other related duties as assigned.

MINIMUM QUALIFICATIONS

1. Education and Experience:

High school graduation or equivalent, plus three (3) years of experience in social media, digital marketing, or related experience. An acceptable combination of education and experience may be considered; up to two years of related education may be substituted for experience on a year-for-year basis. Preference given for a Bachelor's degree in marketing, communication, public relations, or a related field.

2. Special Qualifications:

Familiarity with the business applications of social media platforms (Facebook, Twitter, Instagram, YouTube, LinkedIn, etc.)

3. Necessary Knowledge, Skills and Abilities:

Knowledge of: social media metrics; social media engagement including regular postings, Facebook advertising and event promotions; social networking channels; County events; best practices in web design; proper English composition.

Strong written communication skills.

This position may require the driving of a motor vehicle; skill in operating a motor vehicle in a safe manner; ability to insure motor vehicle is operating in a safe manner; knowledge of Utah motor vehicle rules and regulations.

Ability to: understand and interpret social media metrics and take action to increase effectiveness of social media campaigns; provide concise and accurate information; work with detail and maintain a high degree of accuracy; compose, summarize, and present information in written form; communicate effectively (verbally and in writing); follow verbal and written instructions; effectively use applicable computer hardware and software; establish and maintain effective working relationships with supervisors, other employees, and the general public.