

## MEDIA COORDINATOR

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### **DEFINITION**

Under direction, creates and/or manages all AMP website content, improves the overall user experience, and maintains 24/7 reliability. Performs other related work as required.

### **DISTINGUISHING FEATURES**

This position works collaboratively with representatives of all areas of AMP to ensure website content is updated and accurate on an ongoing basis and provides graphic design and video production as needed. This position also works with the Senior Communication Specialist to implement page layout and branding that promote AMP's professional image.

### **EXAMPLES OF DUTIES**

1. Creates, designs and prepares layouts for a variety of web-based projects including websites, online billing sites, energy portals, social media, list serves, and multimedia.
2. Develops databases and web-based applications and forms needed to make websites interactive.
3. Enhances user interface and ensures a consistent user experience and messaging across all AMP web sites.
4. Creates and updates site content and structure in coordination with Communications and other key divisions.
5. Implements multimedia solutions such as streaming video and audio clips for the websites.
6. Designs and prepares elements/graphic images for the web; formats documents, photos and graphics submitted for use.
7. Troubleshoots utility websites, solving and discovering issues with content, links, navigation and user experience.
8. Tracks site usage statistics and monitors performance.
9. Learns new tools and methods in an effort to adapt and respond to ever-changing project and utility needs.
10. Recommends policies and standards on website content, ensures compliance with applicable laws, regulations and policies; develops and conducts training as necessary.
11. Performs a variety of audio and video production activities, including camera operation, scriptwriting, creation of special effects and editing.
12. Provides graphic design for advertising, newsletters, posters, text sheets, infographics and other marketing collateral.

### **EMPLOYMENT STANDARDS**

#### Education/Experience

Any combination of education and experience likely to provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: A Bachelor's degree in computer science, information technology, web communications, digital media, communications or fine arts.

Experience: Three years' experience in website development, website maintenance, graphic design and video production.

#### Knowledge

Knowledge of industry standards and information architecture in website development and content accessibility including strong knowledge of HTML, CSS, SQL, XML, Web Design, e-commerce, mobile apps, content management systems; Microsoft Office Suite; Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, InDesign; FinalCut Pro); mobile web development; Google Analytics; understanding of multimedia, social media, mobile and emerging technology, as well as the application of these tools; network architectures and theory and principles of network design and integration; local system access, file sharing and security guidelines and procedures; laws, codes and regulations pertaining to the use of internet hardware and software; web browser

software and web design issues; graphic design concepts; video production techniques, including pre-production, production and post-production; project management concepts and practices; correct English usage, including spelling, grammar and punctuation.

Abilities

Ability to define problems, collect data, establish facts, and draw valid conclusions; interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables; meet changing and multiple deadlines; prioritize multiple competing assignments; multitask and maintain an organized approach; be proactive, resource and detail-oriented; learn new technologies and software quickly; perform both complex and routine work with speed and accuracy; work effectively under pressure and with frequent interruptions; listen, understand, retain, follow, apply, and communicate verbal and written instructions or directions; establish and maintain cooperative working relationships with vendors and staff at all levels; communicate effectively in writing and in person to different audiences through a variety of media platforms; provide training and direction to assigned staff; and maintain a level of knowledge required for satisfactory performance.

Special Requirements

Willingness and/or ability to work outside regularly scheduled hours to meet operational needs and to respond to after-hours emergency calls as required.

Other Requirements

Selected positions require possession of a valid California Driver's License and satisfactory driving record as a condition of initial and continued employment.