

The Maryland-National Capital Park and Planning Commission

TITLE: Visual Media & Imaging Specialist III GRADE: 28 DATE: 12/8/2020
SERIES: Artistic Display CODE: 1724 EEO: Professional FLSA: Exempt

Class Definition:

Under direction, leads, coordinates, and monitors visual media and imaging work that supports a department's communication strategy. Coordinates the design, production, and distribution of communication, promotional and marketing materials; oversees the creation of content, graphic elements, production, and editing of videos; and supports work related to media inquiries. Trains and develops staff on visual media and imaging practices and integrates within the organizational communications strategy. Some work is highly confidential or highly sensitive. Work, as individual contributor, affects the Commission's compliance with requirements and the effectiveness of the visual media and imaging program. Applies expert knowledge of, and skill in, imaging and multimedia equipment selection, setup, production, maintenance, repair, and training principles, as well as knowledge of techniques in photography and videography, photo and video presentations and marketing, best practices for online communication, printing procedures and archival storage and handling. Independently performs various types of analyses and solves conventional, non-standard and challenging problems. Interacts with people inside and outside the organization to exchange information, coordinate, instruct, guide, advise and obtain agreement or compliance or achieve other desired actions. Performs other duties, as assigned.

Work is assigned in terms of functions, priorities, requirements of specific assignments, known or suspected problems. The incumbent independently plans and carries out the work in conformance with these parameters, established policies, procedures and accepted practices of the field of work, and resolves commonly encountered problems by selecting and applying, or adapting and adjusting, the applicable guidelines. The incumbent is to keep the supervisor informed and to seek assistance only for highly complex or sensitive matters. Work is expected to meet objectives highly effectively – the incumbent is held responsible for results; work is evaluated in terms of quality, quantity, timeliness, teamwork, customer service and such other factors as use of skill and ingenuity in overcoming technical and non-technical problems.

Examples of Important Duties (Estimated Percentages):

1. Core Functions (±75%) – assigned functions vary by position and area of assignment
 - Digital Content Development. Coordinates the execution of the Department's brand and content strategy across all digital platforms. Leads the creation of written, visual and multimedia content for digital distribution using approved quality control measures and workflows. Develops images, videos, graphics and other compelling content to support Department communication goals and boost engagement on web and other digital channels. Manages Search Engine Optimization (SEO) and relevant content using principles that maximize content effectiveness and improve site navigation and search performance and results. Collaborates with various teams, has frequent meetings and strategy sessions with leadership to ensure correct messaging and creativity is produced.

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- Department Production Process. Leads the department production process in various visual media formats including, but not limited to videography, photography, animation, and motion graphics for end-user consumption in various outlets. Produces and edits videos that are featured online for communication and promotional purposes including shooting, editing, reporting, scriptwriting and creating on-screen graphics for short and long-form videos. Works with planning teams to ensure that strategic communication goals are being met.
- Website Management. Devises a web content strategy that aligns with the Department's communication goals. Determines and implements structural and creative updates (graphic design, imagery, videography and typography) to best communicate the Department's specific plans and events and ongoing initiatives. Confirms accuracy and consistency of messaging, needs of internal clients, and ensures the website reflects the latest content produced across the organization. Reviews and prioritizes the production schedule; oversees content creation and maintenance and updating department websites in coordination with web developer. Ensures management of website, monitors site infrastructure and usability and troubleshoots technical issues. Monitors web traffic and other metrics; optimizes content placement, internal linking and overall Search Engine Optimization (SEO) strategy.
- Social Media Marketing. Develops, implements, and maintains a social media strategy for the department. Leads creative efforts to develop a range of products (text, graphic design, video and images) to maintain a presence across the Department's public-facing social media channels. Coordinates support of social media outreach; monitors and coordinates with other organizational entities that independently publish social media. Oversees live-streaming coverage of events, meetings, etc. (e.g., Facebook Live with website integration). Leverages monitoring tools to listen to and act upon relevant social conversations around department activities and related topics.
- Email Marketing. Develops, implements, and maintains an email marketing strategy for the department. Develops and manages an email marketing system that allows customization and automation for increased audience engagement and participation. Supervises publication of regular email communications and email campaigns for events. Employs best practices to optimize send, open and click-through rates. Directs monitoring of metrics and analysis of online campaigns to ensure targeted metrics are met. Manages and grows email audience lists using industry standard best practices.
- Training and Collaboration. Leverages technology and communications expertise to provide direction to in-house and consultant developers, designers, writers and video producers. Builds and fosters collaborative relationships with division staff and others to train and develop staff on visual media and imaging practices and integrates within the organizational communications strategy. Coaches department staff to utilize social and digital content and visual and written content guidelines, templates and tools. Oversees freelance contractual vendors including working within budgetary parameters to schedule and approve work, analyzes invoices and works with procurement on billing matters.

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- Work Program Leadership. Coordinates work program and provides training and guidance to staff; manages schedules and deadlines for team; and negotiates when there are issues or schedule changes. Monitors work, assists with employee selection, performance evaluations and coverage schedules. May serve as back-up for supervisor including serving as a liaison with department teams, leadership and external stakeholders and assisting with preparation of annual budget.

2. Other (±25%)

- Supports work related to media inquiries including working with management to coordinate responses to the media; conducts fact-checking, obtains approvals from the Director's office and works with the Legal Department before responses are provided.
- Coordinates design and production of promotional and marketing materials including managing the workflow of team projects; and creating, designing and executing communication products across the platforms of web, video and print.
- Works with the web team on creating visual media content, graphic elements and video to enhance information about Department plans and projects; serves as lead motion graphics specialist for web production. Trains web team on latest video editing skills, motion graphics and animation and other internet and mobile device best practices, delivery methods and content expectations.

Important Worker Characteristics:

- A. Expert knowledge of, and skill in, (1) imaging and multimedia equipment selection, setup, production, maintenance, repair, and training principles; (2) techniques in photography and videography to produce professional results; (3) photography and videography presentations and marketing techniques; (4) best practices for online communication; (5) printing procedures; archival storage and handling techniques; and (6) Commission organization, policies, and procedures*.

**Typically acquired or fully developed primarily after employment in this job class.*

- B. Knowledge of, and skill in assigning or reviewing tasks, setting the pace, and otherwise assisting the supervisor by performing group leader work or ability to rapidly acquire knowledge and skill set.
- C. Considerable skill and ability to (1) create high quality imagery and video; (2) coordinate production and presentation activities; (3) maintain inventory and repair records; (4) use creativity to produce visual media and imaging; (5) organize and prioritize multimedia and imaging work involving multiple locations and users; (6) conduct project management activities; and (7) train others.

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- D. Skill in problem solving to select, organize and logically process relevant information (verbal, numerical or abstract) to solve a problem. Examples include operating a variety of technical equipment and designing and coordinating visual media and imaging services for a department.
- E. Skill in communication to understand verbal and written information (including facts, assertions and arguments), draw inferences, form hypotheses and develop logical arguments and to express such information so that others will understand and, in some situations, agree, comply or take other actions times. This includes skill in actively listening to ascertain key information, including perspectives, concerns, wants and needs of others, and in communicating effectively to obtain agreement, compliance or other desired results. Examples include reading and writing technical reports and correspondence; writing, editing and proofing marketing materials.
- F. Interpersonal skills to interact effectively with contacts in a businesslike, customer service-oriented manner; this includes skill in establishing and maintaining effective working relationships and working as a member of a team.
- G. Skill in using (1) digital, photographic and videography equipment to include cameras, lenses, lighting and audio; (2) photographic and videography editing software; (3) network imaging work stations; (4) other imaging production equipment to include scanners, disc burners, projectors, storage systems and drives, media readers, and photo printers; and (5) computer, modern office software (such as MS Office), enterprise and specialized software.

Minimum Qualifications (MQs):

1. Bachelor's Degree in Multimedia Production, Communication, Digital Imaging, Photography, or any related field.
2. Four (4) years' experience in videography, digital promotions, event marketing, document layout, or design and web content.
3. An equivalent combination of education and experience may be substituted, which together total eight (8) years.
4. Valid driver's license in accordance with both State and Commission rules and regulations. Driver's license must be unencumbered by restrictions, revocations, suspensions, or points that could limit the employee's ability to drive Commission vehicles or perform driving duties required by the position of assignment.
5. Pass Commission medical exam.

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Working Conditions:

Works in office and field. May include outdoor work (facility sites). Incumbents in this class must frequently: remain in a stationary position, and position self to complete work, climb ladders, stairs or scaffolding, stooping to photograph certain angles, manipulate equipment; communicate and exchange information with internal staff and the public, be able to see objects from near or far, distinguish between colors and lift and carry equipment weighting up to 49 pounds. Occasional overtime, after-hours, weekend or on-call work may be required.