



City of Tempe

DIGITAL ENGAGEMENT SPECIALIST

JOB CLASSIFICATION INFORMATION			
<i>Job Code:</i>	625	<i>Department</i>	Community Services
<i>Supervision Level:</i>	Non-Supervisor	<i>State Retirement Group:</i>	ASRS
<i>Status:</i>	Classified	<i>Market Group:</i>	Public Information Officer
<i>Safety Sensitive / Drug Screen</i>	No	<i>Physical:</i>	No
Click here for more job classification information including current salary range.			

REPORTING RELATIONSHIPS
Receives general supervision from Manager or other management staff.

MINIMUM QUALIFICATIONS	
<i>Experience:</i>	Two (2) years of experience in business, communications, marketing, recreation management, or related field.
<i>Education:</i>	Equivalent to bachelor’s degree from an accredited college or university with major course work in business, communications, marketing, recreation management, or a degree related to the core functions of this position.
<i>License / Certification</i>	Possession of a valid driver’s license.

ESSENTIAL JOB FUNCTIONS
Essential job functions are the fundamental duties of a position: the things a person holding the job absolutely must be able to do.
To actively support and uphold the City’s stated mission and values. Oversee and assist in the development and implementation of digital-based content for Parks and Recreation related to ACTIVE Net, digital brochure, websites, social media, and other digital-based platforms. Provide support for the ACTIVE Net software platform related to department and division-level services, including internal and external customer support, analytics and reporting.

OTHER DUTIES AS ASSIGNED
Please note this job description is not designed to cover or contain a comprehensive listing of all activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

- Assist with digital-based content development, customer service, and analytics for Tempe’s Parks and Recreation Division related to a variety of digital platforms including the recreation management software platform, ACTIVE Net, digital brochure, websites, social media and other related platforms.
- Assist in the development and editing of a quarterly promotional print brochure of Community Services programs and activities; oversee the conversion of the print brochure into a digital format.
- Implement photography, videography, and graphic design content into ACTIVE Net, marketing material, brochures, websites, social media, and other digital-based platforms.
- Provide support to department staff regarding the use of ACTIVE Net, including topics such as best practices, general troubleshooting, and other forms of support.
- Provide customer service support to the public regarding the use of ACTIVE Net and general information about programs, activities, and amenities offered by Tempe Parks and Recreation and Community Services.
- Serve as Parks and Recreation webmaster and social media liaison to review, update, and publish web pages and social media content.
- Assist with the research of software/hardware to recommend operational efficiencies and business solutions.
- Enter and synthesize data and other information to compile statistics and other reports.
- Develop and implement analytics for various aspects of business operations.
- Assist in the set-up of a recreation program or activity at City recreation parks or facilities, third-party vendor facilities.
- Perform related duties as assigned.

COMPETENCIES

<i>CLASSIFICATION LEVEL</i>	<i>INCLUDES</i>	<i>COMPETENCIES</i>
Foundational	All Employees	Inclusion, Communication, Interpersonal Skills, Integrity, Professionalism, and Willingness to Learn
Non-Supervisory	In Addition >	Teamwork, Customer Service, Initiative, and Dependability / Reliability
Supervisory	In Addition >	Staffing, Monitoring Work, Delegating, Development / Mentoring, and Support Others
Manager	In Addition >	Preparing / Evaluating Budgets, Monitoring / Controlling Resources, and Motivating / Inspiring
Deputy Director	In Addition >	Entrepreneurship and Networking
Director	In Addition >	Organizational Vision

For more information about the City of Tempe’s competencies for all classifications:

[City of Tempe, AZ : Competencies](#)

JOB DESCRIPTION HISTORY

Effective May 2023

PHYSICAL DEMANDS AND WORK ENVIRONMENT

Job Title: Digital Engagement Specialist

Job Code: 625

VEHICLE OPERATION	YES	NO
Will this position drive a City vehicle?	X	
Will this vehicle require a Commercial Drivers License?		X

	Never	Occas.	Freq.	Contin.
	0% of time	1-35% of time	36-65% of time	66-100% of time

WORK WITH OR EXPOSURE TO THE FOLLOWING				
Machinery*	X			
Electrical*	X			
Power Tools*	X			
Hand Tools*	X			
Personal Protective Equipment*	X			
Computer Software				X
Fumes	X			
Chemicals	X			

ENVIRONMENT				
Indoors				X
Outdoors		X		
Working in or around water		X		
Extreme Heat	X			
Extreme Cold	X			
Office Setting				X
Confined Spaces	X			
Excessive Noise**	X			
Heights	X			
Sewage Exposure	X			
Bodily Fluid Exposure	X			

ENDURANCE				
Sit				X
Stationary / Stand		X		
Traverse / Move		X		

VISION REQUIREMENTS	YES	NO
Close (clear vision at 20 inches or less)	X	
Distance (clear vision at 20 feet or more)	X	
Color (ability to identify and distinguish colors)		X
Depth Perception (three-dimensional vision, ability to judge distances and spatial relationships)	X	
Peripheral (ability to observe an area that can be seen up and down or to the left and right while eyes are fixed on a given point)	X	
Ability to adjust focus (ability to adjust the eye to bring an object into sharp focus)	X	
No Special Vision Requirements		X

Maximum LIFT / CARRY	Lift	Carry
5-25lbs	X	X
26-50lbs		
51-75lbs		
76-100lbs		

Maximum PUSH / PULL	Push	Pull
5-25lbs	X	X
26-50lbs		
51-75lbs		
76-100lbs		

MOVEMENT	YES	NO
Bend / Stoop / Twist	X	
Crouch / Squat	X	
Kneel / Crawl	X	
Above Shoulder Level	X	
Below Shoulder Level	X	
Repetitive Arm Use	X	
Repetitive Wrist Use	X	
Repetitive Hand Use	X	
Neck Range of Motion	X	
Climb Stairs / Ladders	X	
Traverse Uneven Surface	X	
Traverse Even Surface	X	

ADDITIONAL CONSIDERATIONS:
- May require to be at other City recreation facilities, third-party vendor facilities or outdoors in a park setting for a recreation program or activity.

*DEFINITIONS/EXAMPLES
Machinery: bucket truck, riding mowers, backhoe etc.
Electrical: wiring, outlets, fuses etc.
Power Tools: push mowers, jackhammers, drills, chainsaw etc.
Hand Tools: hammers, wrenches, shovels, wheel barrels, saws etc.
Personal Protective Equipment: respirators, Tyvek coveralls, hard hats, fall protection harness etc.

**** Hearing test is required**