



# City of Tempe

## SOCIAL MEDIA SPECIALIST

### JOB CLASSIFICATION INFORMATION

|                                       |                |                                |                            |
|---------------------------------------|----------------|--------------------------------|----------------------------|
| <i>Job Code:</i>                      | 651            | <i>Department</i>              | Communication & Marketing  |
| <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 supervisory or management staff.

### MINIMUM QUALIFICATIONS

|                                 |  |
|---------------------------------|--|
| <i>Experience:</i>              | Three (3) years of experience in social media communication and marketing, including digital content programming.  |
| <i>Education:</i>               | Bachelor’s degree from an accredited college or university with major course work in graphic design, communications, digital media, marketing, 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. To promote and develop the City’s brand via social media communication; collaborate with the city’s Communication & Marketing team through the production of creative, accurate and social media tools and technology.

### 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.

- Provides quality design and strategic marketing for the City of Tempe via the City’s social media channels to reach the community, advanced creative writing skills.

- Knowledgeable in media and government regulations associated with social media.
- Assists in training Tempe’s social media team.
- Maintains and facilitates the social media marketing for each program and designs a plan for internet exposure; responds to posts.
- Engage and interact with online community,
- Develops best practices and recommends rules of engagement and innovative initiatives for the use of various digital/social/mobile media.
- Assists Communication and Marketing Director, develops and executes social media strategies to grow follower base and increase engagement.
- Manages and develops creative content opportunities; maintains a social media calendar.
- Livestreams events being the face and voice of the broadcast.
- Develops engaging video and photographic content; skilled working with Canva.
- Proficient in social media analytics (Google, Twitter, Facebook, etc.) and generates performance reports.
- Contributes to the development and execution of social media advertising strategies.
- Researches relevant social media content and keeps up to date with ongoing social media changes and innovations;
- Assists with other digital communications and projects as needed.
- Works with Public Information Officers, graphic designers, and videographers to build effective campaigns.
- Oversees use of social media tools, such as Sprout Social or Hubspot
- Works with Tempe City Council members to provide social media training and advice.
- Communicates with Communication and Marketing team members to ensure the highest quality work in accordance with Tempe’s brand standards; showcases the best of the City.
- Presence at online and live events, shoots, and internal meetings as required.
- 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 March 2024*

## PHYSICAL DEMANDS AND WORK ENVIRONMENT

**Job Title: Social Media Specialist**

**Job Code: 651**

|  | Never      | Occas.        | Freq.          | Contin.         |
|--|------------|---------------|----------------|-----------------|
| ENDURANCE / ENVIRONMENT / MOVEMENT           | 0% of time | 1-35% of time | 36-65% of time | 66-100% of time |
| Sit  |            |               | x              |                 |
| Stationary / Stand                           |            | x             |                |                 |
| Move / Traverse                              |            | x             |                |                 |
| Machinery*                                   | x          |               |                |                 |
| Electrical*                                  | x          |               |                |                 |
| Power Tools*                                 | x          |               |                |                 |
| Hand Tools*                                  | x          |               |                |                 |
| Personal Protective Equipment*               | x          |               |                |                 |
| Respirator*                                  | x          |               |                |                 |
| Airborne Chemical Exposure                   | x          |               |                |                 |
| Airborne Biological Exposure                 | x          |               |                |                 |
| Computer Software                            |            |               |                | x               |
| Physically handling of chemicals             | x          |               |                |                 |
| Indoors                                      |            |               |                | x               |
| Outdoors                                     |            |               | x              |                 |
| Around, in or on water                       | x          |               |                |                 |
| Extreme Heat                                 |            | x             |                |                 |
| Extreme Cold                                 | x          |               |                |                 |
| Office Setting                               |            |               | x              |                 |
| Confined Spaces                              | x          |               |                |                 |
| Excessive Noise**                            | x          |               |                |                 |
| Heights                                      | x          |               |                |                 |
| Sewage Exposure                              | x          |               |                |                 |
| Bodily Fluid or bloodborne pathogen exposure | x          |               |                |                 |
| 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             |                |                 |
| Climb Stairs / Ladders                       |            | x             |                |                 |
| Neck Range of Motion                         |            | x             |                |                 |
| Traverse Uneven Surface                      |            | x             |                |                 |
| Traverse Even Surface                        |            | x             |                |                 |

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

| VISION REQUIREMENTS  | YES | NO |
|--|-----|----|
| <b>Close</b> (clear vision at 20 inches or less)   | X   |    |
| <b>Distance</b> (clear vision at 20 feet or more)  | X   |    |
| <b>Color</b> (ability to identify and distinguish colors)                                      | X   |    |
| <b>Depth Perception</b> (three-dimensional vision, ability to judge distances and              | X   |    |
| <b>Peripheral</b> (ability to observe an area that can be seen up and down or to the           | X   |    |
| <b>Ability to adjust focus</b> (ability to adjust the eye to bring an object into sharp focus) | X   |    |

| Maximum LIFT / CARRY | Lift | Carry | Maximum PUSH / PULL | Push | Pull |
|----------------------|------|-------|---------------------|------|------|
| 5-25lbs              | x    | x     | 5-25lbs             |      |      |
| 26-50lbs             |      |       | 26-50lbs            |      |      |
| 51-75lbs             |      |       | 51-75lbs            |      |      |
| 76-100lbs            |      |       | 76-100lbs           |      |      |

| ADDITIONAL CONSIDERATIONS:  |
|---|
| <ul style="list-style-type: none"> <li>- May require working extended hours.</li> <li>- May work alone for extended periods of time.</li> </ul> |

| *DEFINITIONS/EXAMPLES   |
|---|
| <b>Machinery:</b> bucket truck, riding mowers, backhoe etc.   |
| <b>Electrical:</b> wiring, outlets, fuses etc.  |
| <b>Power Tools:</b> push mowers, jackhammers, drills, chainsaw etc.                                       |
| <b>Hand Tools:</b> hammers, wrenches, shovels, wheel barrels, saws etc.                                   |
| <b>Personal Protective Equipment:</b> Tyvek coveralls, hard hats, fall protection harness etc.            |
| <b>Excessive Noise</b> exists when you raise your voice to communicate with someone who is 3 ft away.     |
| <b>Respirators:</b> 1/2 face or full-face cartridge.  |
| <b>Hepatitis A and Hepatitis B</b> vaccinations are offered to employees in the OSHA bloodborne pathogens |

*\*\*Hearing test is required*