

**METRO**  
**Classification Description**

**Title:** Digital Media Specialist  
**Job Code:** 0068  
**Pay Grades:** 21E  
**FLSA Status:** Exempt - Administrative

**Bargaining Unit:** AFACME 2580  
**Established:** November, 2001  
**Revised:** July, 2017  
**EEO Category:** Professionals

**CLASSIFICATION DESCRIPTION**

Lead the design, content and functionality of new and existing Metro web sites, applications, and features including strategy, design, development, testing, troubleshooting, analysis and documentation.

Provide strategy, information and features design, and content development for Metro's public websites. Provide a range of high-level web services to meet business and communications needs across the organization and ensure that Metro sites meet user experience, accessibility, editorial, design and brand standards.

Employees in this classification are seen as web strategy, content, and/or technical experts. Assignments typically require independent judgment, creativity and analytical acumen. Collaboration across departments is required on a daily basis.

**DUTIES AND RESPONSIBILITIES**

*Tasks listed are intended to be descriptive and not restrictive. An employee in this classification may perform any of the tasks listed; however, these examples do not include all the tasks which an employee may be expected to perform.*

1. Maintains editorial oversight of Metro's online public presence.
2. Explores and recommends Metro's adoption of web innovations that advance communications and business objectives.
3. Leads research, strategy and planning for new or existing websites and web applications.
4. Makes policy and project resource recommendations and sets standards for the development and implementation of web and social media programs, tools, profiles and campaigns.
5. Writes and reviews requests for proposals, evaluates proposals and reviews and recommends awards. Drafts work scopes for flexible service contracts, coordinates contract progress and evaluates deliverables.
6. Organizes, develops and coordinates content for Metro websites and applications.
7. Works with program and communications managers to plan and prioritize web work by other staff.
8. Provides web design, content development, user-experience, technical and editorial guidance and services.
9. Provides instruction and coaching for website content contributors and publishers.
10. Develops and tracks metrics for Metro sites; applies insights gained from analysis of visitor behavior.

**METRO**  
**Classification Description**

11. Represents the web team and department to resolve problems with other groups and stakeholders.
12. Fulfills Metro's employee values of Public Service, Excellence, Teamwork, Respect, Innovation, and Sustainability. These duties include but are not limited to:
  - a. Maintaining positive relationships;
  - b. Respecting diversity of ideas and perspectives of others;
  - c. Demonstrating sustainable practices;
  - d. Assisting the public, public officials and other employees in a professional and courteous manner;
  - e. Developing safe work habits and contributing to the safety of self and co-workers;
  - f. Contributing to a positive team atmosphere; and
  - g. Having regular and punctual attendance.
13. Performs assigned duties during an emergency situation.
14. Other duties as assigned.

**JOB SPECIFICATIONS**

*(These are any combination of education and experience that has provided knowledge, skills and abilities to perform the duties of this position. Prior work experience and educational requirements listed are typical ways of obtaining the required qualifications. Other equivalent combinations of education, training and experience will be considered.)*

**Job Preparation**

**Education and Work Experience**

- Bachelors Degree
- 4-6 years of related professional experience
- Or any combination of education and experience that provides the necessary knowledge, skills and ability to perform the classification duties and responsibilities

**Knowledge, Skills and Abilities**

- Possesses and applies advanced knowledge of principles, practices and procedures of web design and content management, including:
  - Principles and practices of writing, editing and designing content for the web
  - Standard development tools and platforms used for web development
  - Advanced practices, methods and techniques of web design and development
  - Principles and practices of project management and evaluation
- Advanced knowledge of laws and regulations governing web site writing, accessibility and best practices and standards related to web sites, applications and portals
- Solid working knowledge of browser technology, web servers, databases and web development processes
- Edit HTML and CSS
- Use analytical software to evaluate website data and generate reports

## **METRO**

### **Classification Description**

- Apply design, writing style and techniques appropriate for different audiences and purposes
- Interpret and analyze information and create web features in keeping with design principles and applicable policies and guidelines
- Establish and maintain effective working relationships with the web team, Communications Department, Information Services and program staff across Metro
- Lead, review, organize and direct the work of a project team
- Exercise independent judgment and decision-making
- Provide responsive customer service
- Apply Federal, State, local laws, regulations, and agency policies and procedures for respective field
- Use discretion with confidential and sensitive matters
- Fulfill Metro's employee values of Public Service, Excellence, Teamwork, Respect, Innovation, and Sustainability
- Work in a safe manner and follow Metro safety policies, practices, and procedures
- Perform all essential duties of the position
- Successfully pass the background check and screening requirements of the organization for this particular position

#### **Tools and Equipment Used**

- All standard office equipment including but not limited to computer and printer, fax machine and copy machines; computer software including MS based word-processing and spreadsheets

#### **Supervision and Lead Work**

- Supervision is received from a manager, typically in the Communications Department
- Works without direct supervision, conferring with manager on unusual matters
- As directed by managers, may provide lead direction for lower-level staff and interns in the Communications Department and web and communications staff across Metro

#### **Work Environment**

*The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.*

- Work is performed mostly in an office setting.

*The job classification description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.*