

CLASS TITLE: INTERNET COMMUNICATIONS SPECIALIST

Class Code: 02761600

Pay Grade: 28A

EO Code: B

CLASS DEFINITION:

GENERAL STATEMENT OF DUTIES: To perform a variety of original display, visual layout and content presentation for a state department/agency involving digital/electronic or web-site presentations compliant with state information technology practices; to manage and prioritize requests and ensure quality and integrity of information released to internal and external audiences in accordance with established statewide social network policy; to initiate, monitor and respond to internet conversation threading, blog postings, and social network communications; and to do related work as required.

SUPERVISION RECEIVED: Works under the general supervision of a superior with considerable latitude for the exercise of independent judgment in the application of web-site content maintenance techniques; work is reviewed upon completion for results obtained and conformance to agency policies and objectives.

SUPERVISION EXERCISED: As required, may plan, supervise and review the work of support staff assigned to assist in web-site content maintenance activities.

ILLUSTRATIVE EXAMPLES OF WORK PERFORMED:

To perform a variety of original display, visual layout and content presentation for a state department/agency involving digital/electronic or web-site presentations compliant with state information technology practices; to manage and prioritize requests and ensure quality and integrity of information released to internal and external audiences in accordance with established statewide social network policy.

To initiate, monitor and respond to internet conversation threading, blog postings, and social network communications

To conceptualize and design web-sites and other informational material utilizing a variety of page layout software to set size specifications, computer typesetting, typography, pagination and other graphic elements ensuring adherence to deadlines and budget requirements.

To ensure conformity with department/agency's, as well as, statewide information technology design standards and formats by understanding the department/agency's mission and goals and the impact the web-site and/or promotional material has on the agency's public image.

To design, create or maintain a visual concept including text, photos, illustrations and other graphic elements that are aesthetic and practical using creativity, imagination, and illustrative skills to communicate ideas; to ensure the accuracy of all content prior to final web-site presentation.

To discuss art concepts and create mock-ups for final approval.

To coordinate design details, assignments and projects by collaborating with staff members and management to meet specified deadlines.

To prepare and maintain an archive of all documentation of work completed and associated files to provide a tracking system and to establish and update records pertaining to projects in progress and completed.

To do related work as required.

REQUIRED QUALIFICATIONS FOR APPOINTMENT:

KNOWLEDGES, SKILLS AND CAPACITIES: A thorough knowledge of print production, graphic design and layout involved in the preparation and dissemination of informational material; a thorough knowledge and proficiency with Microsoft Office programs, especially PowerPoint and Excel; a thorough knowledge and proficiency with Adobe Creative Cloud products, especially Photoshop, InDesign, Illustrator and Dreamweaver; a thorough knowledge of the principals and techniques of graphic composition and presentation; a working knowledge in the use and etiquette of social networking platforms including Facebook, Twitter, YouTube and LinkedIn, as well social media monitoring and analytics features and programs; the ability to develop and recommend artistic designs and presentations that capture the department/agency's mission and goals; the ability to organize and prepare effective written material using a personal computer and web content management software for the purpose of stimulating public interest; the ability to plan, organize and supervise the work of web-site content maintenance support personnel as assigned; the ability to communicate effectively with subordinates, superiors and departmental personnel; and related capacities and abilities.

EDUCATION AND EXPERIENCE:

Education: Such as may have been gained through: graduation from a college of recognized standing with at least a Bachelor's Degree in Communications/Journalism, Information Systems, Computerized Graphic Design, or a closely related field; and

Experience: Such as may have been gained through: considerable professional experience as a communications/ information specialist involving the dissemination and daily maintenance of materials involving the use of web content management software in the presentation of web pages, graphics, informational materials and/or publications.

Or, any combination of education and experience that shall be substantially equivalent to the above education and experience.

Class Created: July 1, 2012

Class Revised: May 29, 2016