



City of Gulfport, Mississippi
Job Description

Digital Content Specialist
(Communications)

Department: 111 – Office of
Communications & Marketing
EEO Category: Professional
Date Revised: 11 1 2021

FLSA Status: Non-Exempt
Date Approved: 11 1 2021

Position Overview

This position is under the general supervision of the Manager of Communications and Marketing and will work within this Office. The position implements social media strategies to raise public awareness and understanding of the City and its programs, facilities, opportunities, events, and overall brand as well as to increase appreciation for the City with target audiences. This position also creates and assists with all content initiatives both internal (website, organization collateral) and external (social media, user-generated content), across multiple platforms and formats to drive brand awareness and engagement for the citizens of Gulfport and potential visitors.

This position further amplifies the City's approved brand identity through the creation and curation of content for all relevant social platforms, website, email newsletter and other marketing channels.

Essential Job Functions

Essential duties and functions, pursuant to the Americans with Disabilities Act, may include the following. Other related duties may be assigned.

- Implement and amplify social media strategies that generate awareness and support of the City and its programs, facilities, opportunities, events and overall brand identity through the creation and curation of content for all relevant social platforms, website, email newsletter and other marketing channels.
- Monitor City online presence for inappropriate or questionable content.
- Provide weekly reports on success and engagement of digital platforms.
- Create, design, and produce specialized content for the City's social media platforms as well as for presentations and other needs, with such assets to include photos and videos.
- Identify key and appropriate concepts, tools, and principles of technical content based on knowledge of data analytics, data science, ML, and AI.
- Blog regularly to expand the City of Gulfport's digital footprint and citizen awareness of activities, events, and city news.
- Develop, oversee, produce, maintain, and monitor a City E-Newsletter

and analyze interactions and responses associated with e-newsletters and develop strategies to grow audience and increase engagement.

- Create, oversee, and maintain calendars for social media platforms.
- Create content that will assist tourism, economic development, and prospective residents.
- Produce appropriate and adequate content that showcases the City and its community and amenities.
- Constantly analyze how content is performing and provide feedback to team.
- Collaborate with other City departments on content needs in conjunction with social media and online City presence.
- Reputation Assessments (Third Party Review Sites) – monitor and advise on best practices.
- Educate partners on social media best practices.
- Serve as a project supervisor for special campaigns and projects.
- Develop and make recommendations for strategic digital communications and marketing plans.
- Perform similar or related duties as assigned or required.

Knowledge, Skills and Abilities

Must possess required knowledge, skills, abilities and experience and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.

- Exceptional writing and editing skills, as well as the ability to adopt the style, tone, and voice of the City's approved brand identity.
- High level of creativity, attention to detail, and project management skills.
- Deep knowledge of social media marketing.
- Active and well-rounded personal presence on social media, with a command of each network and their best practices.
- Photo and video shooting and editing.
- Excellent communicator and creative thinker, with an ability to use both data and intuition to inform decisions.
- Solid understanding of SEO and content marketing.
- Good eye for design and the ability to source and edit images.
- Experience with Adobe Creative Suite.
- Experience in graphic design.
- Google AdWords and Google Analytics experience/certification a plus.
- Drone experience a plus.

Education and Experience

Four-year or two-year degree from an academic institute in Communications, Journalism, Marketing or another related field preferred. Comparable experience acceptable, and background in data analysis, data science or a related field also preferred.

Licenses or Certificates

Proof of a current Mississippi drivers license.

Certifications of social media marketing platforms preferred.

Physical Demands and Working Conditions

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical requirements include occasional lifting/carrying of 10+ pounds; visual acuity, speech and hearing; hand and eye coordination and manual dexterity necessary to operate a computer keyboard and basic office equipment. Subject to sitting, standing, reaching, walking, twisting and kneeling to perform the essential functions. Working conditions are primarily inside an office environment.