

CHIEF DIGITAL OFFICER

JOB DESCRIPTION

Classification Responsibilities: The Chief Digital Officer is responsible for setting a vision for using digital technology to engage with Mesa citizens, businesses and visitors. The Chief Digital Officer will be responsible for planning, developing and coordinating the day-to-day digital communication strategies to transform digital government in Mesa and enhance the City's position as one of the nation's most digitally connected cities. Other responsibilities include: developing digital content for internal communication, external and internal web content, social media channels, as well as executing both live and produced videos; collaborating closely with the City's Public Information and Communications Department, Information Technology Department, Economic Development Department, and other City departments to ensure consistent positioning and messaging across City's social media channels; developing key performance indicators and measuring the success of digital campaigns through web analytic tools; launching entrepreneurial social media, digital road maps and/or strong digital media plans; evaluating emerging technologies and providing their perspective for adoption where appropriate. This class will apply vision and technical expertise in working directly with the City Manager's Office to develop, implement and maintain a comprehensive, robust, dynamic social media and digital communications plan to brand Mesa as a regional and national leader in forward-thinking digital communications. This position is responsible for performing related duties as required.

Distinguishing Features: This classification has been designated as a non-classified, non-merit system, at-will position. The Chief Digital Officer receives administrative direction from the City Manager who reviews work through conferences, reports, and overall results achieved. This class is FLSA exempt-professional.

QUALIFICATIONS

Employee Values: All employees of the City of Mesa are expected to uphold and exhibit the City's shared employee values of Knowledge, Respect, and Integrity.

Minimum Qualifications Required. Any combination of training, education, and experience equivalent to a Bachelor's Degree in Public Relations, Communications, Business Administration or a related field. A minimum of six years of progressively responsible management experience developing digital engagement strategies and directing digital communications (example: content development, social media, videography, photography, mobile and web techniques and platforms, etc.) and public relations programs. Demonstrable experience with Search Engine Optimization (SEO) and Search Engine Marketing (SEM) strategies and utilizing social media analytics to enhance customer experience and engagement.

Special Requirements. Must possess a valid Arizona Driver's License by hire date.

Substance Abuse Testing. None.

Preferred/Desirable Qualifications. None.

ESSENTIAL FUNCTIONS

Communication: Communicates with Mesa citizens, businesses, visitors, City employees, management and public officials in order to plan, develop, and coordinate digital media strategies and communication plans. Coordinates the implementation of digital technology and measures the success of digital campaigns. Serves as the City's primary digital media spokesperson. Executes excellent writing skills needed for developing content for social media distribution. Provides project status reports to management and department personnel. Builds strong relationships with digital influencers.

Manual/Physical: Operates a motor vehicle requiring a standard Arizona Driver's License to travel to various locations to give presentations, attend meetings and community events, and pick up/deliver materials. Operates a variety of standard office equipment such as a personal computer (PC), printer, copier, and telephone. Enters data into a PC. Meets scheduling and attendance requirements.

Mental: Plans, organizes, and directs the activities of social media for the City. Leads updates and integration of new initiatives related to media and web services. Coordinates and collaborates with other City departments to ensure consistent positioning and messaging. Advises other City departments on all digital and social media content, including branding, graphic design, copywriting, photography, and videography. Conducts research and/or analyzes program-related data to build and increase social media presence. Resolves procedural, operational, and other work-related problems related to areas of responsibilities. Acquires knowledge and keeps abreast of trends and new technology through seminars, trade journals, professional organizations, self-study, and/or training. Produces strong analytical and project management skills and prioritizes multiple projects, meets required deadlines, and handles more than one project simultaneously. Comprehends and makes inferences from written material, including technical documentation related to system hardware and/or software. Develops and ensures City policies and procedures on digital media are in compliance.

Knowledge/Skills/Abilities:

Knowledge of:

principles, procedures and strategies of electronic and digital communications in a public sector environment;
social media sites including Facebook, Twitter, Snapchat, YouTube, Pinterest, etc.;
mobile applications and related technology;
the latest digital marketing trends;
customer service, quality, and teamwork concepts; and
policies, procedures, and services of City departments.

Skills in:

different media formats, such as text (articles), video, images and podcasts;
writing headlines and engaging introductions;
structuring text for easy reading online;
research, analysis and the preparation of recommendations to management;
computer software including website development, word processing, spreadsheet and database applications; and
problem solving and decision making.

Ability to:

manage digital media for the City;
provide creative content that engages customers;
define and target audiences with social media;
know and measure what content works and doesn't on social networks;
create, observe and respond to conversations within a brand community;
monitor tweets, respond to Facebook posts and engage with brand advocates;
make content move and maybe even go viral across Twitter, Facebook, Instagram, Pinterest and other social networks;
create visual content;
optimize content and technology;
present all information accurately and in a readable, professional and timely manner;
present information both verbally and in writing; and
establish and maintain effective working relationships with Mesa citizens, businesses, visitors, City employees, management and public officials.

The duties listed above are intended only as general illustrations of the various types of work that may be performed. Specific statements of duties not included does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Job descriptions are subject to change by the City as the needs of the City and requirements of the job change.

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