

Overview

Overview

Inactive: No
Effective Date: 09/08/2016
Date of Last Change: 08/12/2015 02:22:42.854 PM
Job Profile Name: Interactive Media Coordinator-Cont.
Job Code: XIG12
Include Job Code in Name: No
Job Profile Summary: NATURE OF WORK:

Performs professional level work assisting the marketing office in the development and implementation of a wide variety of marketing communications, with primary responsibility for social media. An employee assigned to this classification is responsible for developing event announcements, promotions designed to encourage usage, routine engagement of diverse audiences and interactive initiatives. It is the responsibility of this position to keep up-to-date with emerging social media platforms and opportunities. Work performed under the supervision of the Marketing Division Manager and is reviewed while in progress and through results obtained.

MINIMUM QUALIFICATIONS:

Bachelor's degree in Marketing, Advertising or Communications plus one (1) year of experience developing and administering promotional/marketing programs using social media sites required; or an equivalent combination of education, training, and experience. Previous marketing experience with live events, a major convention center, arena or similar public assembly facility preferred. Knowledge of Drupal web content management system preferred.

Job Description:
Job Title Default:
Restrict to Country:
Management Level: 8 Individual Contributor
Job Family: SEIU_White_Collar
Job Category:
Job Classification: 5M - Paraprofessional Employees (EEO-4Job Categories-United States of America)
Work Shift Required: No
Public Job: Yes

Characteristics

Difficulty to Fill:
Critical Job: No

Compensation

Compensation Grade: S16
Compensation Grade Profile:
Impacted Eligibility Rules:

Qualifications

Certifications

Certification	Required	Country	Certification (Predefined)	Certification (Not Predefined)	Issuer (Not Predefined)
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Competencies

Competencies	Required	Competency	Rating
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Competencies from Other Sources

Required	Competency	Rating	Source	Source Type
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Education

Education	Required	Degree	Field of Study
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Languages

Languages	Required	Language	Ability	Proficiency
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Responsibilities

Responsibilities	Required	Responsibility
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EXAMPLES OF WORK PERFORMED:

Note: The listed duties are only illustrative and are not intended to describe every function that may be performed by this job class. The omission of specific statements does not preclude management from assigning specific duties not listed if such duties are a logical assignment to the position.

Identifies and develops content and recommends design enhancements/changes for Orlando Venues and Amway Center websites and social media sites that support the marketing and communications objectives of the Marketing Division.

Engages audiences with consistent content updates and stimulates positive dialogue between potential patrons and the Orlando Venues and

Required	Responsibility
	Amway Center websites and social media sites. Monitors and manages governance of public inquiries and responses in accordance with City policy. Develops and executes new social media opportunities that will raise awareness of Orlando Venues facilities and events, while maintaining current users and drive new users to desired sites. Explores new social media platforms and determines viability and applicability to Orlando Venues and Amway Center event awareness and promotion. Reviews and maintains the content of the Orlando Venues and Amway Center websites and makes recommendations for design enhancements to the Marketing Division Manager. Tracks competitive trends and establishes best practices, in online publishing, social media and entertainment, then makes recommendations to management based on findings. Communicates with clients and internal teams to ensure integration with other programs and/or partners. Maintains websites for OrlandoVenues.net and AmwayCenter.com. KNOWLEDGE, SKILLS AND ABILITIES: Knowledge of the latest marketing trends and social media management capabilities. Ability to communicate effectively, both orally and in writing. Ability to plan and organize detailed written and visual information. Ability to seek and develop innovative ideas and solutions. Ability to work with co-worker and clients from diverse backgrounds. Ability to pursue and complete assignments with strict attention to detail.

Training

Training

Required	Training	Training Type	Description
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Work Experience

Work Experience

Required	Work Experience	Experience Level
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Pay

Pay Rate Type

Pay Rate Types	Country	Pay Rate Type
United States of America		Hourly

Job Exempt

Job Exempt	Country / Country Region	Job Exempt
United States of America		No

Workers' Compensation Code

Worker's Compensation Codes

Workers' Compensation Code	Country	Country Region	Location
9182 - Athletics, Sports, Parks Oper (United States of America)	United States of America		