

City of Richland

Department: Mayor's Office

JOB DESCRIPTION —

Administrative Assistant / Digital Content Specialist

Purpose of Position

To perform confidential administrative support functions for the Mayor of the City of Richland. To design, improve, and manage the City's websites, web-facing applications, and digital content systems.

This job description should not be interpreted as all-inclusive. It is intended to identify the essential functions and minimum qualifications of this job. The incumbent(s) may be required to perform job-related responsibilities and tasks other than those stated in this job description. Certain functions are understood to be essential; these include, but are not limited to, attendance, working a full shift, and dealing with others and working under stress. Any essential function of this class will be evaluated as necessary should an incumbent/applicant be unable to perform the function or requirement due to a disability as defined by the Americans With Disabilities Act (ADA). Reasonable accommodation for the specific disability will be made for the incumbent/applicant when possible

Major Duties and Responsibilities

Under direction, provides, maintains, and organizes confidential administrative support to the City Mayor.

Administrative Assistant requirements are responsible for maintaining the Mayor's calendar, meetings, screening requests, and ensuring that the Mayor is aware and apprised of his/her schedule.

Providing responsible and confidential office administrative assistance to the Mayor and coordinates activities of the Mayor's office with other City departments.

Duties require frequent use of discretion, initiative, and independent judgment, as actions can have a significant effect upon City operations and online public relations

Receives and screens visitors and telephone calls, providing information which requires the use of judgment and interpretation of policies and procedures.

The Digital Content Specialist role involves creating and implementing content, managing the City's social media accounts, and analyzing performance in maintaining public engagement.

The Digital Content Specialist manages all published content for the City of Richland (images, video, written, texts) collaborating with the other City departments.

Digital Content Specialist must stay updated with the latest social media trends, tools, and technologies. Using instructional design and staying in compliance with copywrite guidelines.

Provide regular reports of content engagement and suggest improvements where needed.

Must be bonded by the City of Richland for the purpose of receiving and securing monetary deposits when applicable.

Have knowledge of all policies and procedures of the City of Richland and City Mayor's office

This position requires regular work hours for in doors office environment. There is no shift work involved in this position.

The work involves long periods of time sitting, staring at computer screen, and typing on the computer. Physical lifting requirements are minimal (50lbs or less)

Job Content

The Administrative Assistant/Digital Content Specialist's position is a full-time, in person, permanent position in the City of Richland's Mayor Department.

The immediate supervisor for this position is the Mayor of the City of Richland. The Administrative Assistant/Digital Content Specialist has no supervisory authority over other departmental employees.

This person works closely with and aids the Mayor, and frequently aids the City Clerk's Office.

This individual works courteously with citizens, business professionals, federal, state, and local officials, and with employees of the City while developing cooperative and continuing relationships.

Digital Content Specialist works to create, improve, and monitor digital content that helps the City engage and reach certain audiences and objectives.

Content creation includes but is not limited to: creating content, developing and distributing content across multiple platforms, monitoring and managing web traffic on such platforms, and editing of content growth (file library) for reuse.

Education and Experience Qualifications

Possess a high school diploma or equivalent (GED); at least 3 (three) years' experience in Administrative Assistant position or closely related field

Bachelor's Degree in related field(s) is preferred.

Proven working experience in Social Media networking on all platforms, blogging, vlogging, web development, Microsoft Office, communications and public relations.

Knowledge, Skills and Abilities

- Standard office administrative and secretarial practices and procedures, including business letter writing as directed by the Mayor
- Record keeping, report preparation, filing methods, and mathematical skills
- Correct English usage of grammar, spelling, punctuation, and vocabulary
- Communicate effectively with residents, elected officials, other city employees, etc....both oral and written.
- Rules and regulations related to the mayoral department and digital content.
- Operation of standard office equipment
- Knowledge of Microsoft Office: Excel, Word, PowerPoint, etc., and other basic computer skills
- General functions and operations of municipal government
- Possess exceptional organizational and time management skills with attention to details
- Maintain a professional manner when engaging with all citizens regardless of the situation via in office or online
- The ability/willingness to work as an integral part of a team within all departments
- Meet specified or required deadlines.
- Maintain confidentiality.
- Work autonomously when necessary.
- Manage multiple tasks simultaneously with frequent interruptions.
- Follow Federal and State statues, City and Departmental procedures.
- Follow City of Richland Safety Manual standards and regulations concerning employee safety
- Continuous training on related administrative functions and digital content that will affect the City and Community engagement.