

# **Frankfort Plant Board - Final Draft**

## **Media Specialist**

### **Job Description**

**Job Code:** MEDIA SP  
**Exempt:** No  
**Department:** Cable/Telecommunications  
**Reports To:** Video Content & Marketing Coordinator  
**Location:** FPB Office  
**Grade:** 107  
**Date Prepared:** September 24, 2013  
**Date Revised:** April 5, 2017, July 1, 2014

#### **GENERAL DESCRIPTION OF POSITION**

Under direction of the Video Content & Marketing Coordinator, conceptualizes and develops strategies for customer acquisition and retention for Cable-Telecom services. Designs, develops and implements marketing materials through various mediums including print, television, web and social media. Handles design and development of websites and web applications. Maintains and manages FPB's customer-facing websites.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. In coordination with Video Content and Marketing Coordinator, conceptualizes and develops strategies and goals for customer retention and acquisition. Plans and implements marketing campaigns, tactics, activities, and deliverables supporting FPB's strategic business plans. Utilizes marketing trends and best practices to effectively communicate with existing and potential customers.
2. Utilizes knowledge of marketing strategies, trends and tactics to design, write, develop and implement marketing materials across print, television, web and social media outlets for all FPB departments while maintaining a unified look. Creates designs, concepts, and layouts based on knowledge of layout principles and aesthetics design concepts. Determines size and arrangement of illustrative material and copy, and select style and size of type. Uses computer software to generate new, or edit existing images.
3. Under the direction of Video Content & Marketing Coordinator, examines and analyzes existing and potential customer information to create strategies and activities for customer retention, acquisition and communication. Designs, creates, and implements marketing, design and web tactics based on that analysis.
4. Works closely with all FPB departments to design, create graphic elements, implement and maintain service information for Electric, Water, Cable-Telecom (broadband, cable, security, and telephone), Customer Service and Administrative departments for print, web, and social media. Works with all FPB departments to keep website information up-to-date, remove outdated information and add information as it becomes relevant.
5. In coordination with Video Content & Marketing Coordinator, proofs all marketing materials and collaborate with printing and distribution services for effective printing and on-time delivery dates of marketing assets. Maintains invoices and payment records of associated vendors.

6. Works with FPB Media Services to design and create marketing materials for account executives; conceptualizes designs and creates graphics for FPB marketing videos, FPB-TV programming, and FPB Marketplace.
7. Stays up to date with Cable-Telecom industry trends. Keeps current with marketing strategies, as well as software and hardware that will improve the success of an online business through customer retention and acquisition.
8. Assists with general office duties including typing correspondence, preparing reports, answering phone, and delivering material to customers.
9. Perform any other related duties as required or assigned.

### **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty mentioned satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

### **EDUCATION AND EXPERIENCE**

Bachelor's degree in communications, journalism, marketing or equivalent supplemented by three years working experience in marketing or design-related field.

### **COMMUNICATION SKILLS**

Ability to effectively communicate information and respond to questions in person-to-person and small group situations with customers, clients, general public and other employees of the organization.

### **MATHEMATICAL SKILLS**

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to prepare and interpret bar graphs.

### **CRITICAL THINKING SKILLS**

Ability to solve practical problems and deal with a variety of known variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, or diagram formats.

### **REQUIRED CERTIFICATES, LICENSES, REGISTRATIONS**

Special Licensing Requirements: Valid Kentucky driver's license. Must maintain insurability under the FPB liability insurance coverage.

PhotoShop certification

### **PREFERRED CERTIFICATES, LICENSES, REGISTRATIONS**

Not indicated.

### **SOFTWARE SKILLS REQUIRED**

Advanced: Various Advanced Software (Photoshop, Graphic Design, Social Media) and Website Content Management Systems (WordPress, Squarespace, Drupal)

Intermediate: Presentation/PowerPoint, Video Editing Skills (preferred)

Basic: Alphanumeric Data Entry, Word Processing/Typing

## **INITIATIVE AND INGENUITY**

### **SUPERVISION RECEIVED**

Under general supervision where standard practice enables the employee to proceed alone on routine work, referring all questionable cases to supervisor.

### **PLANNING**

Considerable responsibility with regard to general assignments in planning time, method, manner, and/or sequence of performance of own work; may also occasionally assist in the planning of work assignments performed by others within a limited area of operation.

### **DECISION MAKING**

Performs work operations which permit frequent opportunity for decision-making of minor importance and also frequent opportunity for decision-making of major importance; the latter of which would affect the work operations of other employees and/or clientele to a moderate degree.

### **MENTAL DEMAND**

Close mental demand. Operations requiring almost continuous attention, but work is sufficiently repetitive that a habit cycle is formed; operations requiring intermittent directed thinking to determine or select materials, equipment or operations where variable sequences may be selected by the employee.

### **ANALYTICAL ABILITY / PROBLEM SOLVING**

Directed. Supervisory and/or professional skills using structured practices or policies and directed as to execution and review. Interpolation of learned things in somewhat varied situations.

### **SUPERVISORY RESPONSIBILITIES**

None

### **RESPONSIBILITY FOR FUNDS, PROPERTY and EQUIPMENT**

Occasionally responsible for organization's property where carelessness, error, or misappropriation would result in moderate damage or moderate monetary loss to the organization. The total value for the above would range from \$5,000 to \$150,000.

### **ACCURACY**

Probable errors of internal and external scope would have a moderate effect on the operational efficiency of the organizational component concerned. Errors might possibly go undetected for a considerable period of time, thereby creating an inaccurate picture of an existing situation. Could cause further errors, losses, or embarrassment to the organization. The possibility for error is always present due to requirements of the job.

## **ACCOUNTABILITY**

### **FREEDOM TO ACT**

Generally controlled. General processes covered by well-defined standardized policies and procedures with supervisory review.

### **ANNUAL MONETARY IMPACT**

The amount of annual dollars generated based on the job's essential duties / responsibilities. Examples would include direct dollar generation, departmental budget, proper handling of organization funds, expense control, and savings from new techniques or reduction in manpower.

None. Job does not create any dollar monetary impact for the organization.

### **IMPACT ON END RESULTS**

Modest impact. Job has some impact on the organizations end results, but still from an indirect level. Provides assistance and support services that facilitates decision making by others.

### **PUBLIC CONTACT**

Regular contacts with patrons where the contacts are initiated by the employee. Involves both furnishing and obtaining information and, also, attempting to influence the decisions of those persons contacted. Contacts of considerable importance and of such nature, that failure to exercise proper judgment may result in important tangible or intangible losses to the organization.

### **EMPLOYEE CONTACT**

Contacts with other departments or offices and also frequently with individuals in middle level positions; consulting on problems which necessitate judgment and tact in presentation to obtain cooperation or approval of action to be taken. Also, important contacts with associates as required in advanced supervisory jobs.

### **USE OF MACHINES, EQUIPMENT AND/OR COMPUTERS**

Regular use of complex machines and equipment (desktop/laptop computer and software, road and production machines and equipment, driver's license/cdl, etc.)

### **WORKING CONDITIONS**

Normal working conditions as found within an office setting, wherein there is controlled temperature and a low noise level, plus a minimum of distractions.

### **ENVIRONMENTAL CONDITIONS**

The following work environment characteristics described here are representative of those an employee encounters while performing essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

### **PHYSICAL ACTIVITIES**

The following physical activities 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 and expectations.

Semi-repetitive, low physical Semi-repetitive type work which requires periods of concentration for varied time cycles as prescribed by the tasks.

While performing the functions of this job, the employee is regularly required to sit, use hands to finger, handle, or feel, talk or hear; frequently required to reach with hands and arms; and occasionally required to stand, walk. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision; and color vision.

**ADDITIONAL INFORMATION**

Must be able to work additional hours during evenings and weekends (trouble call).

**Subject to Drug and Alcohol Testing: Yes**