

Interactive Media Supervisor

DEFINITION

The Interactive Media Supervisor is responsible for leading a team of technical/professional employees that perform various components of interactive media operations such as Web and Social Media services at a Department or Branch level. This classification is responsible for ensuring the accuracy, integrity and overall performance of all interactive media used to facilitate the delivery of effective and efficient services to internal and external customers.

Collaborates with internal and external customers to understand their unique business needs and translate those needs into the development and implementation of interactive media based solutions. Supervision received is through defined overall objectives.

Serves as the Department/Branch interactive media content liaison and consultant for cross departmental projects to research enhancements and new technologies to ensure viable public service.

Ensures that all interactive media utilized aligns with the City of Edmonton's, Corporate Website Strategic Plan and Corporate Communications oversight.

TYPICAL DUTIES *

Leads staff in the planning, development and implementation of internal and external interactive media marketing communications and adherence to brand standard strategies.

Leads staff to ensure that interactive media messaging meets the style and quality guidelines of both the Department and Corporate Web Office.

Liaises with the Corporate Web Office to forecast and analyse the effect of evolving technologies and the integration of social media.

Liaises with internal groups to ensure branding approval, adherence to corporate standards and the privacy of information.

Supervises the work of contractors which includes establishing work priorities, training, assisting with technical problems and ensuring conformance to corporate standards and policies.

Provides advanced subject matter advice to clients regarding new interactive media concepts and tools that will enhance their service.

Initiates and develops project plans for clients that include scope, priorities, business case review, timelines and budget.

Initiates and leads Request for Proposal evaluations and selection of external vendors for new services and products.

KNOWLEDGE, ABILITIES AND SKILLS

Demonstrated ability to supervise and coordinate staff assignments.

Well developed written and verbal communication skills.

Refined interpersonal skills and ability to understand the needs of the public/users and to translate business needs into analytic requirements.

Actively engaged in the continuous learning of current and future web/social media trends and technologies.

Well developed skills in the measurement and analysis of online consumer behaviour.

Capacity to make decisions in accordance with established policies, procedures and/or standards and to recommend changes.

Advanced analytical skills are required to assess needs, determine requirements, develop workflow and problem solve.

Creative problem solving skills and sound judgement to determine the appropriateness of media content and design.

TRAINING AND EXPERIENCE REQUIREMENTS

Job Level

Undergraduate degree in Business Administration, Communications or a directly related discipline as required.

Four years progressively responsible experience within a social media/web environment, directly involved in the implementation of social media/web technologies and specializing in one or more areas such as social media/web development, information architecture, usability assessments or navigation design.

Demonstrated professional experience in developing and writing social media/web content.

Advanced familiarity with a variety of social media, social marketing strategies and online marketing approaches and communications.

Formal project management experience in accomplishing objectives through the work of team staff.

* *This is a class specification and not an individualized job description. A class specification represents and defines the general character, scope of duties and responsibilities of all positions within a specific job classification. It is not intended to describe nor does it necessarily list the essential job functions for a specific position in a classification. Positions may perform some of the duties listed above but this does not necessarily qualify for placement into this classification.*

Salary Plan	<u>21M</u>	<u>21A</u>	<u>21B</u>	<u>21C</u>
Job Code	3240		3241	
Grade	025		027	
Originated:	2013-May			
Last Updated:				
Previous Updates:				