



CLASS SPECIFICATION

Class Code: 0205
Date Est: 01/1994
Last Rev: 12/2016
Last Title Chg: 12/2016
FLSA: Non-exempt
Probation: 12 months

DIGITAL COMMUNICATIONS SUPERVISOR

DEFINITION

Under direction, manages, coordinates and participates in the operations of the in-house print and mail services; develops digital communications strategies; and performs related work as required.

EXPERIENCE AND TRAINING REQUIREMENTS

A bachelor's degree from an accredited college or university in advertising, marketing, public relations, journalism, telecommunications or a closely related field AND three years of full time experience working with digital or print marketing material; OR an equivalent combination of training and experience.

LICENSE OR CERTIFICATE

A valid driver's license may be required at the time of appointment.

SUPERVISION EXERCISED

Exercises direct supervision over technical support staff.

EXAMPLES OF DUTIES *(The following is used as a partial description and is not restrictive as to duties required.)*

Manage, review and evaluate the work of in-house or contracted print and mail services ensuring consistency with the County's standard of quality, cost effectiveness, timely completion and the community's fiscal expectations; develop and implement changes in work processes, workflow and/or equipment use to ensure efficient operations in compliance with policies and/or regulations.

Formulate, prepare and monitor assigned budget(s) by recommending expenditures, monitoring approved budget(s), coordinating the fiscal management and administrative accounting system, capital outlay, reconciliation of funds and audits of fiscal records to ensure financial integrity.

Supervise assigned staff including training in proper work methods and techniques, scheduling, work assignments, work review, performance appraisal, discipline, coaching, mentoring and development.

Serve as the initial point of contact for departments with printing and mail service needs; act as subject matter expert to provide guidance and assistance regarding available services; design, create and produce digital and print materials to be used on an internal and external basis, while ensuring consistency in Countywide branding and imaging.

Maintain the County's digital "store" on the intranet to ensure easy and fast ordering of business cards, letterhead, clothing and other County-related items.

Perform a variety of administrative duties for management such as purchasing, contract administration, payment tracking and agencies/customer billings; represent management/administration at meetings or other venues as assigned.

Manage contracts for printing and digital services by reviewing and approving bids and directing procurement of digital and print costs from commercial printing plants.

Participate in the reprographic/printing operations of the division by operating duplicating, typesetting, bindery and photographic equipment used in the production of printed materials to ensure that jobs are completed in a timely, accurate and efficient manner; oversee and monitor effective mail center operations and procedures.

Order chemicals, cleaning supplies and other potentially hazardous materials; store in accordance with OSHA and EPA standards for safe handling of these materials; maintain current Material Safety Data Sheets (MSDS) and records on all hazardous materials used in the division.

Ensure that assigned personnel perform duties and responsibilities in a safe and prudent manner, which does not expose them or others to unnecessary harm or risk of on-the-job injury.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Full Performance *(These may be acquired on the job and are needed to perform the work assigned.)*

Knowledge of:

Departmental/division practices, policies and procedures, including protocols, state and local regulations and code compliance.

Countywide personnel policies such as, sexual harassment, discrimination, and EEO.

Principles and practices of supervision.

Digital and print information systems and software programs used in the assigned area.

Methods for the safe handling and storage of toxic materials such as commercial solvents, printer inks and chemicals in accordance with OSHA and EPA standards.

Ability to:

Select, supervise and evaluate the performance of assigned personnel.

Identify work methods and procedures that promote a safe working environment for employees and others and to train staff in same.

Entry Level *(Applicants will be screened for possession of these through written, oral, performance, or other methods and techniques.)*

Knowledge of:

Methods for developing and presenting public information programs.

Media resources and forms of public outreach available in the community.

Methods, procedures, materials and equipment used in a full line reprographics facility including lithographic processing, bindery, composing and pressroom operations.

Methods and procedures of mail operations.

Ability to:

Operate a personal computer, spreadsheet and word processing software.

Evaluate work priorities, procedures, and processes and make recommendations regarding costs, effectiveness and efficiency.

Analyze data, including evaluate job costs, prepare bid specifications and track expenditures.

Interpret and apply regulations, policies, and procedures.

Communicate in a clear, concise manner both orally and in writing.

Establish, foster and maintain effective, collaborative and productive working relationships with staff, outside vendors, representatives of other departments, other government entities and the public.

SPECIAL REQUIREMENTS *(Essential duties require the following physical skills and work environment.)*

Ability to work in a print shop environment. Ability to lift and move objects weighing up to 50 lbs. Ability to operate printing/duplicating equipment including offset and direct printing equipment, cameras, binding equipment, copying machines, and sign making equipment. Ability to tolerate exposure to noise, dust, grease, and chemicals. Ability to safely work around machinery with moving parts.

This class specification is used for classification, recruitment and examination purposes. It is not to be considered a substitute for work performance standards.