

## **ASSISTANT MANAGER OF DIGITAL CONTENT**

**DISTINGUISHING FEATURES OF THE CLASS:** This position exists at Broome-Tioga BOCES and has responsibility for creating, assessing, managing, and optimizing digital content for various platforms and purposes. The incumbent supports strategic planning and oversees digital content strategies. Work is performed under the general direction of the Manager of Communications and Public Relations with leeway allowed for the exercise of independent judgement in carrying out the duties of the job. Supervision is exercised over Graphic Assistants, and Photographer-Videographers. Does related work as required.

### **TYPICAL WORK ACTIVITIES:**

Leads and manages projects related to graphic design, photography, videography, website design and management, social media, and digital media to ensure project goals are met on time and within budget;

Works with direct reports to establish and achieve short and long-term goals, enhancing the departments digital presence and content delivery;

Collaborates in developing and implementing services and procedures that support the department's strategic direction and operational efficiency;

Supervises and evaluates staff performance, maintaining optimal staffing levels to ensure program effectiveness;

Develops and oversees the programs administrative activities, including performance evaluation, goal setting, and workflow management;

Participates in budget planning, proposes short and long-term financial plans, monitors expenditures, and manages records to ensure fiscal responsibility;

Drafts and presents reports on activities, progress, and challenges related to the assigned program, offering insights and recommendations for improvement;

Fosters collaboration across the organization to support the consistent application of policies and procedures, enhancing overall operational coherence;

Conducts regular evaluation and provides mentorship to direct reports, fostering professional growth, and development within the team;

Ensures that public information available through Broome-Tioga BOCES is informative, accessible, and easily navigable by members of the public.

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### **FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:**

Good knowledge of current and emerging trends in technical digital media specifically as it relates to creation and distribution;

Good knowledge of photography, videography, graphic design, and marketing;

Good knowledge of web development, web content management, and content management systems;

Good knowledge of changing technologies and digital tools, including social media;

Technical knowledge of transferring data between processes and systems;

Ability to communicate with staff, understand the intent, and produce appropriate media content;

Ability to establish and maintain effective working relationships;

Ability to create, maintain, and present a variety of reports;

Ability to communicate effectively both orally and in writing;

Ability to supervise and evaluate the work of others;

Strong writing and editing skills;

Ability to learn new web development tools;

Attention to detail;

Growth mindset;

Creative ability.

### **MINIMUM QUALIFICATIONS:**

- A) Possession of a Bachelor's Degree in journalism, communications, public affairs, public relations, or closely related field and two years of experience in graphic design, video production, marketing, advertising, public information, or journalism; OR
- B) Possession of an Associate's Degree in journalism, communications, public affairs, public relations, or closely related field and four years of experience in graphic design, video production, marketing, advertising, public information, or journalism; OR
- C) Graduation from high school or possession of an equivalency diploma and six years of experience in graphic design, video

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production, marketing, advertising, public information, or journalism,; OR

D) An equivalent combination of training and experience as defined by the limits of A), B), and C) above.

**NOTE:** Your degree must have been awarded by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree was awarded by an educational institution outside of the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the internet at <http://www/cs/ny/gov/jobseeker/degrees.cfm>. You must pay the required evaluation fee.

**SPECIAL REQUIREMENT:** Depending on the job location and/or department, possession of a valid driver's license to operate a motor vehicle in the State of New York may be required at time of appointment.

**SPECIAL REQUIREMNT:** Per regulations of the Commissioner of Education, to be employed in a position designated by a school district or BOCES as involving direct contact with students, a clearance for employment from the NYS Department of Education is required.