



Josephine County, Oregon

Human Resources Office

Josephine County Courthouse
500 NW 6th Street Dept 11 / Grants Pass OR 97526
(541) 474-5217 / FAX (541) 474-5218 / TTY (800) 735-2900

POSITION DESCRIPTION

Job Title: Web and Public Information Coordinator
Department: Technology
FLSA Status: Exempt
WC Code: 8810
Effective Date: July 1, 2018
Last Revised: May 17, 2018
Pay Grade: NU 14
Union: Non-Union (Confidential)

SUMMARY

The Web and Public Information Coordinator is responsible for disseminating information to the public through a variety of media including, but not limited to, the County's website, public presentations and programs, events, and by personal and written contact. This position will include community relations on behalf of the County and the Board of Commissioners. This position will serve as Webmaster with duties to include the development of original narrative and continuous updates to the County's website; solicitation of information from County departments and personnel for an accurate and current portrayal of County operations, policies, and programs; and management of the website. The position will require extensive knowledge of County operations, policies, and personnel.

ESSENTIAL DUTIES AND RESPONSIBILITIES

(Illustrative Only. Any single position in this classification will not necessarily involve all of the listed duties below, and other positions will entail duties which are not listed. These duties represent the essential functions needed of persons in this classification.)

1. Coordinates the County's social media presence.
2. Establishes and implements a strategic plan for County messaging on the website and in social media outlets. Assists departments in implementing strategic web and social media outreach.
3. Establishes a social media schedule to include identifying appropriate networks for Josephine County and the posting schedule order, outlining resources and identifying appropriate relevant content.
4. Assesses web activity with Google Analytics and metrics tools. Reviews data analysis and reporting to determine where hits and interests originate. Creates, maintains, analyzes and improves SEO (Search Engine Optimization) protocol for current website.
5. Continuously develops and maintains productive working relationships internally and with business partners. Maintains a strong line of communication with the Board of Commissioners and leadership staff.
6. Provides customer service to meet user needs and aid departments in assessing needs and solutions in web and social media content projects.
7. Coordinate with Board of County Commissioners to maximize methodology and deliverance of County information dispersal.
8. Other duties as assigned.

SUPERVISORY RESPONSIBILITIES

This position has no supervisory duties.

QUALIFICATIONS

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

the ability to communicate clearly and concisely both verbally and in writing. They must have a general understanding of web design and building relationships through social media optimization.

EDUCATION AND EXPERIENCE

A Bachelor's degree or higher from an accredited college or university with the major field of study in a related discipline. Three (3) years professional work experience in marketing, public relations or related field. Any equivalent combination of education and experience may be considered.

JOB IMPACT

Problems encountered generally revolve around inadequate communication with the public that result in misunderstandings between the Board and/or County departments and their stakeholders.

JOB CONTACTS

This position requires frequent contacts with other County departments and outside vendors to collaborate in the development and/or implementation of public outreach programs.

LANGUAGE SKILLS

Ability to communicate effectively both verbally and in writing; successfully convey technical information to users; and establish and maintain effective working relationships with other employees and County departments.

MATHEMATICAL SKILLS

Ability to apply general math and statistical concepts to better understand and explain web and social media performance.

REASONING ABILITIES

Ability to effectively analyze, schedule and execute tasks to resolve issues and move projects forward.

CERTIFICATES, LICENSES, REGISTRATIONS

Possession of, or ability to obtain, a valid Oregon State Drivers' License; safe driving record.

BACKGROUND INVESTIGATION

Those employed in this position are subject to a background investigation, including criminal background investigation. Conviction of a crime may disqualify an individual for this classification

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Work is performed in an office setting. Employees are required to perform considerable work on computer terminals and are occasionally required to lift/carry cameras and audio or computer equipment. The noise level in the work environment is usually moderate. The position is often impacted by deadlines, extreme accuracy requirements and changes in priorities of multiple tasks.

PHYSICAL REQUIREMENTS

The physical demands 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 duties.

PHYSICAL REQUIREMENTS

Check if required for essential job function	Activity	Never 0%	Occasionally 1-33%	Frequently 34-66%	Continuous 67-100%
<input checked="" type="checkbox"/>	Standing	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Sitting - ½ hour plus	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Moving about Work Area	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Bending Forward	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Stoop Position - 1 minute plus	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Climbing Stairs - 1 floor	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Crawling - Hands and Knees	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Reaching Overhead	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Lifting Strength	# of pounds = 25 lbs			
<input checked="" type="checkbox"/>	Lifting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Patient Lifting	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Lifting Overhead	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Moving Carts, etc.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Carry Items	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Dexterity / Coordination	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Keyboard Operation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Rapid Mental/Hand/Eye Coordination	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Operation of Motor Vehicle	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Speech, Vision and Hearing

<input checked="" type="checkbox"/>	Distinguish Colors	Yes: <input checked="" type="checkbox"/> No: <input type="checkbox"/>
<input checked="" type="checkbox"/>	Distinguish Shades	Yes: <input checked="" type="checkbox"/> No: <input type="checkbox"/>
<input checked="" type="checkbox"/>	Depth Perception	Describe: Normal to operate computer
<input checked="" type="checkbox"/>	Ability to Hear	Normal Speech Level: Yes
<input type="checkbox"/>	Other Spec. Hearing Required	Describe:

Exposure - Environmental Factors

<input checked="" type="checkbox"/>	Heat	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Cold	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Humidity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Wet Area / Slippery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Noise	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Dust	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Smoke	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Vibration	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Chemical Solutions	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Uneven Area	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Ladder / Scaffold	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Ionization	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Radiation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Body Fluids	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>