



JOB DESCRIPTION

Department	Administration
Location	Village Hall, 9915 39 th Avenue, Pleasant Prairie, WI 53158
Job Title	Media Content Specialist
Classification	Full-time/Exempt
Pay Range	\$48,000.00 - \$74,700.00 (1E01 – 1F01)

Job Summary

The Media Content Specialist is a professional position within the Administration Department of the Village of Pleasant Prairie. Under the general supervision of the Communications Manager, this position is primarily responsible for supporting the Village's public and communication relations efforts, maintaining social media profiles and presence, and creating, editing, and updating print and visual content for Village websites, marketing materials, and similar platforms. This position is located within the Pleasant Prairie RecPlex and is typically scheduled Monday – Friday between 7:30 a.m. – 4:30 p.m. but will occasionally require evening and weekend availability for attendance at various Village events.

Job Duties

- Ensures clear and consistent brand messaging and representation across all Village departments and creates, edits, and updates print and graphic visual content for Village websites, marketing materials, social media, and similar platforms suitable for various audiences.
- Supports and coordinates the Village's public and community relations efforts by ensuring a sound marketing plan and effective branding campaign in alignment with the Village's marketing vision.
- Builds and manages social media profiles and presence and develops messaging calendars for the Pleasant Prairie RecPlex across multiple platforms in coordination with other communication and marketing efforts.
- Monitors and regularly evaluates social media analytics and shares statistics on a consistent schedule and makes recommendations to elevate user engagement.
- Completes video production (start to finish) for social media and various other media outlets.
- Collaborates across Village departments to determine and solve communication objectives.
- Research marketing trends and developments relevant to Village communication strategies and proposes innovative ideas or solutions to enhance marketing initiatives as needed.
- Provides copywriting, editing, and proofing for multiple communication pieces, assists in the distribution of Village-wide emergency notifications, and authors press releases and press statements on an as needed basis.
- Attends and takes photographs and/or videos at special events for promotional/communication/historical purposes.
- Cross-trains in other marketing/communications functions including, but not limited to, database/list management, graphic design, print production, public relations, video production, and project management.
- Effectively communicates with and establishes positive working relationships with Village officials, employees, local media, businesses, and the general public.
- Leads by example and adheres to all Village and Department rules, regulations, policies, standard operating procedures, and guidelines.
- Performs other duties and special assignments as directed within the scope of the Administration Department.

Physical Requirements

- Requires frequent public interaction and the ability to communicate information and ideas so others will understand. Must be able to exchange accurate information in these situations.
- Frequent operation of a computer, phone, copier, camera, video equipment, and other office equipment.
- Frequent movement about the Village of Pleasant Prairie boundary, indoor and outdoor recreational spaces, and various office spaces.
- Work is primarily performed in an indoor recreation facility but will occasionally require exposure to indoor or outdoor environments with warm or cold temperatures, heavy humidity, slippery surfaces, and water and pool chemicals during required photo sessions or Village events.

Requirements – educational, certifications, and experience

- Bachelor's degree in Marketing, Graphic Design, Communications, Public Relations, Business, or a related field is preferred.
- Professional experience in creating high quality marketing content, graphic design, copywriting, and social media management is preferred.
- Experience in the print industry, web design, or video production is a plus.
- Proficient in Microsoft Office Suite (Word, Excel, Outlook), Adobe Suite, and/or another desktop publishing software.

- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills.
- Working knowledge of SEO best practices and current marketing strategies.
- Capable of multi-tasking and in managing multiple competing priorities.
- Possesses a valid driver's license.
- A combination of training and experience that provides the required knowledge, skills and abilities, will be considered.

I have read and understand the job duties and physical requirements of this position.

Signature

Date

Rev. 12/2023

Village of Pleasant Prairie is an Equal Opportunity Employer.