

**CITY OF ST. MARYS, GEORGIA  
CLASS SPECIFICATION**

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**CLASS TITLE: GIS/NEW MEDIA SPECIALIST**  
**DEPARTMENT: PLANNING & ZONING**  
**REPORTS TO: COMMUNITY DEVELOPMENT DIRECTOR**

**FLSA STATUS: N**  
**DATE: 01/18**

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**JOB SUMMARY:**

Provides Geographical Information System (GIS) technical support and assistance to the Community Development Department through research, design, implementation and management of the Department's geographical information database, as well as, serving as the lead for developing and implementing the department's online content strategy and for directing the Department's blogger and online journalist outreach. The GIS & New Media Specialist will serve as the Department's lead GIS assistance to staff and the public by producing maps and related data representation.

Applicant must demonstrate skills in social media and Web 2.0 technologies; be able to develop, write, and edit web content, including blog and social media posts; and possess strong project management skills. Applicant should be able to perform exceptionally in a fast-paced environment with tight deadlines, display strong project management skills and adapt easily to changing priorities. Experience with ESRI ArcMap, QGIS or other mapping software is a must, while experience with Adobe Creative Suite or similar publishing and graphics software and other online applications is desired.

**ESSENTIAL JOB FUNCTIONS:** (All responsibilities may not be performed by all incumbents.)

**Examples of GIS Duties, but are not limited to the following**

Create, maintain and analyze data and maps for Division Staff, Public, and special projects as assigned.

Assists in the creation and maintenance of the Division's GIS layers and metadata in Multiuser Geodatabase and for use in ArcGIS Online.

Uses Cartographic/Graphic Design Principles for print and/or digital map and/or images.

Interprets maps and aerial photography.

Interprets and extracts data from a variety of sources (online, regional server)

Performs data conversion into GIS acceptable formats and integration of this data from different formats into GIS utility.

Assists with implementation and maintenance of GIS mapping applications.

Assists with moving and displaying data between AutoCAD and GIS.

Prepares data representation in map or tabular format for posters and/or reports.

Follows GIS procedures such as geocoding addresses, basic calculations (acreage, square footage), data analysis, spatial analysis, 3D representation, metadata creation, and procedural documentation, creation, and editing of GIS data files.

Assists co-workers in the use of GIS software programs such as ArcMap 10.XX, ArcGIS Web Applications, GIS mobile data collection software and the customized ArcMap program GeoDart.

Assists co-workers with the use of, and aids in troubleshooting of, GIS applications, general office programs and graphic design programs.

Participates with team members to coordinate and address workloads, procedures, technical issues, schedules, and other job-related activities.

Works with co-workers in developing and implementing project analysis with GIS software and data.

Works with people from other agencies and departments on projects.

Actively supports and respects diversity in the workplace.

Performs other related duties as assigned.

**Examples of New Media Duties, but are not limited to the following:**

Maintain Department's blog with frequent blog posts in your own name as well as collecting, editing and clearing blog posts from employees across the Department;

Coordinating day-to-day content postings to both Department web sites and social media web sites like Facebook, Twitter, and others. This includes acting as a liaison to the web team and working closely with various teams within Department to ensure accuracy and prompt publishing;

Serving as a primary contact for bloggers, online journalists and various web communities, designing and executing outreach plans to these online communities and writers, and representing the department in a professional and courteous manner at all times;

Serving as the team expert on Web 2.0 technologies, usage, and trends, particularly as these technologies relate to government communications;

Taking photos and filming videos to be posted to Department's YouTube and Flickr accounts (familiarity with editing software a plus);

Offering new and innovative ideas for how Department can accomplish its mission more effectively online;

Acting as the main liaison to the web team for Public Affairs and other Departmental offices;

Serving as a liaison to other departments and agencies on developing web and social media content while coordinating with other government agencies; and

Developing and writing informational materials for posting on the web and to social media web sites.

Performs other related duties as assigned.

**MATERIAL AND EQUIPMENT USED:**

Personal Computer                      General Office Equipment

**MINIMUM QUALIFICATIONS REQUIRED:**

**Education and Experience:**

Two years of progressively responsible clerical or technical support experience, preferably in engineering, surveying, mapping, or graphics work environment. With verifiable evidence of experience in web page and content development.

Knowledge in web-authoring software, word processing, content management software, spreadsheets, databases, desktop publishing, image or video editing and production, web-related surveys, analytics or statistical software, crowd-sourcing tools, are appreciated.

**Training**

High school diploma or GED and training in Geographic Information Systems (GIS), computerized drafting, or cartography, with a minimum of two to three years of experience working with communications and/or social media and Web 2.0 technologies.

Any combination of education, training and experience which provides the required knowledge, skills, and abilities to perform the essential functions of the job.

**Licenses and Certifications:**

Valid Drivers License

**KNOWLEDGE, SKILLS, AND ABILITIES:**

**Knowledge of:**

Strong writing skills with experience writing content for the Web or blogs.

Ability to shoot video and photos, and experience with editing software.

Some familiarity with HTML and content management systems.

Ability to understand the overall digital strategy as it relates to the Department's mission.

Knowledge and understanding of the current economic and public policy environment as it relates to Department's mission.

Superior project management and communication skills, strong initiative, proven experience meeting deadlines, and the ability to work with all levels of staff and the public also are required.

Working knowledge of GIS principles;

Principles, methods and practices of city planning.

Laws, legislation, codes, ordinances, etc. that govern the work.

Correct English usage, including spelling, grammar, punctuation, and vocabulary.

Department policies and procedures.

City government organization and operations.

External governmental bodies and agencies related to area of assignment.

All computer applications and hardware related to performance of the essential functions of the job.

Standard business arithmetic, including percentages and decimals.

Budget development and management.

Record keeping, report preparation, filing methods and records management techniques.

Office practices, procedures, and programs.

GIS data entry and editing practices.

New media content development, production and maintenance.

**Skill in:**

Organizing, assigning, leading and reviewing the work of staff.

Preparing clear and concise reports, correspondence and other written materials.

Using tact, discretion, initiative and independent judgment within established guidelines.

Analyzing and resolving office administrative situations and problems.

Researching, compiling, and summarizing a variety of informational and statistical data and materials.  
Customer service techniques.

Organizing work, setting priorities, meeting critical deadlines, and following up on assignments with a minimum of direction.

Applying logical thinking to solve problems or accomplish tasks; to understand, interpret and communicate complicated policies, procedures and protocols.

Using a computer to accurately and rapidly enter and retrieve data and information.

Communicating orally with internal staff, citizens, and other departmental staff in order to give and receive information in a courteous manner.

Operating and routine maintenance of general office machines such as copiers, facsimile machines, telephone systems, and related equipment.

**Mental and Physical Abilities:**

Use the following mapping software: ESRI ArcGIS Desktop, ArcCatalog, ArcScene (3d Mapping Application), Adobe Illustrator, ESRI ArcGIS Online, and Customized ESRI ArcMap (GeoDart).

Use Microsoft Office (Word, Access, Excel, PowerPoint) and Adobe Acrobat Reader/Professional,

Convert and display data and layers between GIS and AutoCAD.

Operate a variety of office equipment, including printers, plotters, scanners, and reproduction machines.

Maintain detailed and specialized files and record-keeping systems.

Interpret and apply division information in making work decisions or in providing information to others.

Read and interpret legal property descriptions.

Operate personal computer and use word processing, spreadsheet, and email software.

Prioritize projects and work quickly, accurately, and thoroughly with close attention to detail to meet deadlines.

Establish and maintain cooperative working relationships and communicate effectively, both orally and in writing, with supervisors, peers, City staff, employees, and the public.

Understand and follow oral and written policies, procedures, and instructions.

Understand automated tools and their capabilities.

Understand basic cartographic concepts.

Write formal reports, event and legal notices, as well as, creative informal posts.

Write, develop, edit and produce news stories, podcasts, and various reports.

Creatively compose in various media formats.

Artistically design graphic presentations for a range of customers, from general audiences to specific target audiences (i.e. owners in flood prone areas, builders and developers, commercial owners and operators, etc.)

Organize web page (structure, format, maintain user engagement)

Manage web page and social media (keep information up-to-date, schedule and develop content, maintain and coordinate content across platforms)

Work with teams to develop media content, manage projects and produce deliverables on strict timelines.

Work with media software, from on-line web 2.0 interface modules to desktop graphics and publishing software, such as MS Publisher, PowerPoint, Adobe Photoshop, Illustrator and Flash, or Open Source Equivalents.

Learn or develop skills across platforms.

Ability to read and interpret documents such as operation and maintenance instructions, procedure manuals, and so forth.

Ability to understand and carry out written and oral instructions, giving close attention to detail and accuracy.

Ability to establish and maintain effective working relationships with others.

Ability to draft and type correspondence.

Ability to add, subtract, multiply and divide whole numbers, common fractions and decimals.

Ability to deal with problems involving several variables in differing situations.

Ability to see and perceive color.

While performing the essential functions of this job, the incumbent is regularly required to sit; use hands to finger, handle, or feel objects; reach with hands and arms; speak and hear; and occasionally lift and/or move up to 10 pounds.

**Working Conditions:**

Work is performed in a normal office environment with little exposure to outdoor temperatures or dirt and dust.

The incumbent's working conditions are typically moderately quiet.

This class specification should not be interpreted as all inclusive. It is intended to identify the essential functions and requirements of this job. Incumbents may be requested to perform job-related responsibilities and tasks other than those stated in this specification. Any essential function or requirement of this class will be evaluated as necessary should an incumbent/applicant be unable to perform the function or requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodation for the specific disability will be made for the incumbent/applicant when possible.