

**ROWAN COUNTY  
HUMAN RESOURCES**

**JOB DESCRIPTION**

**Job Title** : Creative Services Manager  
**Department** : Information Technology  
**Revised** : August 2017

**Class** : Professional  
**FLSA** : Exempt

*This job description supersedes any prior description for the Creative Services Manager classification.*

**GENERAL DESCRIPTION**

Professional and technical work with the responsibility for the oversight of all aspects of the County's online presence including website content management and overall functionality. Works with departments to analyze their needs and propose ways to use the web as a primary method for providing services, communicating with residents and customers, and citizen involvement. Records and performs video production for County Commissioner meetings, and acts as technical support for audio visual equipment used during County Commissioner's meetings. Work is performed independently and under the supervision of the Chief Information Officer who reviews work through observation and periodic conferences.

**ESSENTIAL JOB FUNCTIONS** (Any one position may not include all of the duties listed, nor do the listed examples include all tasks which may be found in positions of this class.)

Performs professional and technical work in the development, management, and maintenance of the County's internet and intranet websites and servers; updates web information on a daily basis.

Serves as the liaison between the County and Content Management System provider to ensure website enhancement and problem resolution.

Maintains consistent structure, content, graphics, and links of all web pages, and designs pages for visual attractiveness and ease of navigation across online websites and portals.

Works to ensure a consistent theme across county-wide content for client interactions with online services.

Trains and assists designated personnel in each department relating to the maintenance of online content via websites, social media, and emerging technologies.

Records and performs video production for County Commissioner meetings, and acts as technical support for audio visual equipment used during County Commissioner meetings.

Provides initial onsite AV troubleshooting and maintenance liaison support with supported vendors. Equipment includes brands such as Crestron, Tricaster, and various projectors and flat panels, etc.

Creates videos and slideshows for presentation on local government Channel 16 and manages County content on same.

Sets up, operates, maintains, and repairs equipment used to enhance live events such as microphones, video projectors, digital projectors, TVs, Whiteboards, lighting, and sound mixing equipment.

Uses analytics to track traffic to websites and develop reports to key stakeholders regarding usage and performance.

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### **OTHER JOB FUNCTIONS**

Performs related duties as required.

*Management reserves the right to add or amend duties at any time.*

### **KNOWLEDGE, SKILLS, AND ABILITIES**

Thorough knowledge of databases, web technology, and related web programming languages.

Considerable knowledge of the capabilities and operation of microcomputers, system software, and networks and their limitations.

Considerable knowledge of web and graphic design, layout, use, and management.

Considerable knowledge of the techniques used in installing microcomputer hardware and software.

Considerable knowledge of audio and video equipment operation.

Knowledge of techniques used in computer system design, implementation, and programming.

Knowledge of computer principals, techniques, operating systems, networks, and hardware and software packages.

Ability to remain current and actively seek new information for internet and intranet operations.

Ability to communicate effectively, both orally and in writing, and to maintain effective working relationships with other employees.

Ability to be flexible in working after hours including weekends to provide support as needed to cover for scheduled events.

### **PHYSICAL REQUIREMENTS**

The work in this class is primarily sedentary in nature. Physical requirements include sitting for extended periods of time, walking, bending, stooping, and lifting books and files of approximately 35 lbs. or less. Work may include extended periods of time viewing a computer video monitor or operating a keyboard. Work may include operation of a motor vehicle. Employee is not substantially exposed to adverse conditions or hazardous materials.

### **EXPOSURE CONTROL**

Work activity does not entail predictable or unpredictable exposure to blood or body fluids.

### **MINIMUM EXPERIENCE AND TRAINING**

Bachelor's Degree from an accredited college or university in Computer Science, Computer Information Systems, or related area with knowledge and level of competency commonly associated with a course of study related to Website design and maintenance and one year of experience in maintaining websites and social media technologies, and with standard graphic design suites and video editing technologies (i.e. Adobe Products); or an equivalent combination of education and experience. Experience with Crestron AV equipment is preferred.

**This job description does not create an employment contract,  
implied or otherwise.**