



Position Description

<b>Job Title</b>	IT/Community Media Director
<b>Department</b>	IT/Community Media
<b>Employment Status</b>	Full time
<b>Exempt/Non Exempt Status</b>	Exempt

**Scope of Work**

This position manages, administers and provides support for all end user devices, networks, servers and related technology for the City, and is also responsible for managing the City's community media functions including its social media accounts, website, cable access TV and radio. This position is also responsible for the management and operation of WaupacaOnLine.net (WOL.net).

**Supervision**

<b>Received</b>	City Administrator/Clerk
<b>Exercised</b>	Supervises several part time employees and volunteers

**Essential Job Functions** The job functions listed herein are neither exclusive nor exhaustive, but are intended to be illustrative of the types of tasks the employee will most likely be expected to perform on a regular basis. The employee may be asked to perform different or additional tasks than the ones listed here, as the needs of the employer and/or the requirements of the position change.

- Manages all hardware assets of City including end user devices, networks, servers, printers and related technology; researches and seeks proposals for hardware and software.
- Researches, installs, troubleshoots and provides training as needed to City employees on use of software.
- Ensures licensing compliance for all software installed on City-owned devices.
- Maintains all City phone systems; administers City's cell phone plan; works with telecommunications vendors as needed to troubleshoot or make changes to phone lines.
- Works with department heads and the facilities manager to oversee security camera systems and physical access control systems for City owned buildings.

- Maintains security of all computers, data and network assets; provides support to the City Clerk's office in maintaining the City file management system to include security practices and procedures and offsite storage to ensure safety and security of all City data; develops policies and procedures for file sharing within the organization and the public; develops, maintains and updates as necessary the City's disaster recovery plan.
- Serves on all City work teams that are formed to identify problems and solutions for technology related service issues and internal processes involving or requiring technology solutions.
- Integrates current City methods and records into an improved web presence for citizens, businesses and others interested in accessing City information.
- Enhances all departments' presence on the Web and implements processes to improve communications and functionality of the City website for the public; establishes policies and procedures for citizens and others to conduct City business via the website; assists City Development Director in managing the community and economic development website.
- Provides training and support to individual departments to assist in generating content and updating their webpages.
- Manages the City's social media sites and provides regular information and updates about City activities.
- Manages the City's cable access TV station (WIN-TV) and low power FM radio station (Waupaca Radio) operations and personnel; ensures that all Common Council, County Board, School Board and other important meetings are broadcast and made available online for public information.
- Works with various community organizations, government departments and school districts to develop and broadcast programming of general interest to area residents.
- Manages and maintains the overall content and appearance of Win-TV and Waupaca Radio, including program schedules, community calendar, public service announcements and station identification messages.
- Serves as chief operator of Waupaca Radio, ensuring proper music licensing and that all FCC policies are followed; ensures proper technical operation of WILW transmission equipment and emergency alert system.
- Promotes WIN-TV and Waupaca Radio; seeks underwriting opportunities as needed from local businesses and organizations to increase financial support of station programming.
- Leads Wireless ISP (Waupaca Online) staff; manages WISP budget and approves purchases; seeks opportunities for growth.
- Addresses customer complaints; works with WISP network engineer on technical operations and problems.
- Provides marketing opportunities to promote customer base growth and positive promotion of Waupaca Online.
- Working closely with WISP staff; maintains, manages and explores growth opportunities of the City's free Wi-Fi system.
- Performs general administrative duties related to developing and managing the annual technology and community media budgets and personnel.
- Attends meetings and training as needed or required.

## Other Job Functions

- Performs related duties as assigned.

## Requirements of Work

Graduation from an accredited college or university with an Associate's Degree or Bachelor's Degree (preferred) in computer science, systems management, mass communications or a related field, and at least 3 years experience in computer/networking support, website maintenance, audio and/or video production; or any equivalent combination of training and experience which provides the following knowledge, ability and skills:

### Knowledge of

- Computer networking, IT systems, and computer/server support.
- Windows desktop and server OS, Microsoft Office, and other software applications used by City employees.
- Phone systems, security camera systems, and wireless networking.
- Backup and disaster recovery planning.
- Television/video production and audio/radio production.
- HTML; databases such as MySQL and MSSQL; WordPress or other web content management systems.
- Social networking.
- The use of standard office equipment including computers and relevant software.

### Ability to

- Troubleshoot, research and resolve technology issues.
- Translate information into user-friendly terms.
- Manage and prioritize workload.
- Assign and manage the work of others.
- Establish and maintain effective working relationships with supervisors, coworkers and the general public.

### Skill in

- Computer hardware and software operations.
- Public relations.
- Oral and written communications.
- Time management and task prioritization.

## Necessary Special Requirements

Ability to pass a criminal and financial background check; FBI fingerprint check (required per CJIS policy for law enforcement systems access); valid Wisconsin driver's license.

## Physical Demands

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Prepared by H. Veleker, January 2017  
Approved By Common Council 2/7/17

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 functions.

- Work is performed mostly in an office setting; hand-eye coordination is necessary to operate computers and various pieces of office equipment.
- Specific vision abilities required by this job include close vision, prolonged visual concentration, and the ability to adjust focus.

- While performing the duties of this job, the employee is frequently required to sit, stand, walk, talk and hear; use hands and fingers to handle, feel, or operate objects, tools, or controls and reach with hands and arms.
- The employee is occasionally required to bend, climb, balance, crouch or kneel.
- The employee may be exposed to adverse conditions such as dim or bright lighting, dust, odors, heat, cold, electrical currents, vibrations and noise.
- The employee must occasionally lift and/or move up to 50 pounds.