

SOCIAL MEDIA & DIGITAL CONTENT ASSISTANT

DISTINGUISHING FEATURES OF THE CLASS: The work involves providing assistance to the Director of Economic Development, Planning and Tourism in the effort of developing and promoting tourism within the communities of Cattaraugus County. The incumbent is responsible for maintaining and updating a tourism database, as well as, designing and creating content for social media accounts and the County website. Duties are performed under direct supervision. A Social Media & Digital Content Assistant does related work as required.

TYPICAL WORK ACTIVITIES:

- Design digital and printable content;
- Create and manage social media accounts and blog content;
- Manage tourism website and develop web content;
- Aides in the preparation of a County travel guide by conducting surveys, updating databases, and travel guide listings;
- Prepares necessary materials and supplies to be used and distributed at travel shows;
- Makes arrangements and accommodations for attendees at tourism-related functions, such as trade shows, luncheons, etc.;
- Maintains an inventory of federal, state, and local programs designed to enhance tourism in local communities;
- Proof reads a variety of tourism-related brochures, guides, and publications for accuracy and clarity;
- Prepares and mails invoices and receives remittances, keeping logs of client status;
- Utilizes an electronic data processing system to process record and report data.

FULL PERFORMANCE KNOWLEDGES, SKILLS AND ABILITIES: Good knowledge of social media applications, such as, Facebook, Instagram, Twitter, etc.; good knowledge of digital content creation, knowledge of tourism needs in Cattaraugus County; working knowledge of office terminology, procedures, and equipment; working knowledge of business arithmetic and English; knowledge of the capabilities and limitations of electronic data processing equipment; ability to readily acquire a knowledge of operational equipment in use; ability to operate an alphanumeric keyboard such as a word processor or personal computer: ability to compile statistical data from a variety of sources; ability to communicate effectively both orally and in writing; ability to deal effectively with the public and others; clerical aptitude; strong project management skills, good eye for design and quality photography neatness; accuracy; tact and courtesy; physical condition sufficient to perform the essential functions of the position..

MINIMUM QUALIFICATIONS: Either

- A. Possession of an associate degree in Digital Media, Digital Marketing, Communications, Marketing or closely related field;

OR

B. Graduation from high school or possession of a high school equivalency diploma AND two years of experience in a position that required creating/managing social media accounts and/or utilizing InDesign, Photoshop, Illustrator or similar program to produce printed and digital copy;

OR

C. An equivalent combination of training and experience as defined by the limits of A) and B).

NOTE: Your degree must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree was awarded by an educational institution outside the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the New York State Civil Service website. You must pay the required evaluation fee.

Adopted: 9/20/21

Revised: 8/17/2022