

Convention Center Authority

Position Title: Digital Media Coordinator

Position #:	11010
Salary Grade:	CA 06
Effective Date:	7/1/2018
Revision Date:	

<input checked="" type="checkbox"/>	Exempt
<input type="checkbox"/>	Non-Exempt

<input checked="" type="checkbox"/>	Full-Time
<input type="checkbox"/>	Part-Time
<input type="checkbox"/>	Seasonal

Indicate Employee Type	
<input type="radio"/>	Administration
<input type="radio"/>	Sales/Marketing
<input type="radio"/>	Event & Guest Services
<input checked="" type="radio"/>	Operations
<input type="radio"/>	Finance & Administration
<input type="radio"/>	Food & Beverage Services

POSITION SUMMARY: In a few sentences, briefly describe the primary function and purpose of position.

Under the direction of the Director of Technology and working closely with the Director of Communication, this position will be responsible for establishing business with customers and advertisers, managing digital media software and all platforms, conducting quality assurance with customers/advertisers including daily monitoring of digital signage, advertising information and customer communications, as well as coordinating the activities of service resources, monitoring industry usage and trends, and establishing annual business goals and budget.

PRINCIPAL POSITION RESPONSIBILITIES/DUTIES: Below is a list of major tasks beginning with the most important for which the position is responsible. Also included is the estimated percentage of time spent on performing the tasks. This is suggested, but not required for Exempt positions.

RESPONSIBILITIES/DUTIES	
1	Creates customer awareness for opportunities within the Music City Center to brand their events and drive sponsorship through digital signage.
2	Oversees all projects associated with digital media, including but not limited to new development, internal and external communication, support and maintenance issues.
3	Meets with customers regularly to sell services, develop service delivery agreements, and implement third party advertising opportunities including digital media.
4	Determines and negotiates pricing for package deals or special requests outside of existing services.
5	Manages existing policies for the use of digital signs by customers and advertisers as well as developing new policies as necessary.
6	Develops, schedules, and manages all LCD screens, video walls, and marquees through the 22 mile software system, including internal signage for back of house when required.
7	Works with the Director of Communications on targeted messaging opportunities including exploring possibilities for marquees and internal signage.
8	Maintains all aspects of the 22 Mile Software and coordinates with vendors and/or Music City Center Technology department when issues arise.
9	Conducts quality assurance audits and establishes ongoing customer relationships with existing customers/advertisers in order to encourage repeat business.
10	Actively collaborates with all support staff to communicate and solve customer issues and to ensure that any disruptions or uncertainties are resolved in a timely manner. Ensures these issues and resolutions are communicated to the team in a timely manner. Provide regular status reports and manage task lists on assigned projects for all areas.
11	Monitors industry usage and trends and recommends any changes to existing policies and practices.
12	Continues to work to expand digital media assets and services with the assistance of key stakeholders
13	Establishes annual business goals and budget.
14	Perform additional duties as assigned.

Job Evaluation Factors (Check all that apply)

Formal Education <small>(Minimum Required)</small>	<input type="checkbox"/> H.S. Diploma or GED preferred <input type="checkbox"/> Vocational or Technical School required <input type="checkbox"/> Associate's Degree preferred	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Bachelor's Degree preferred Education/Experience Equivalent Other:
--	---	---	--

Minimum Experience <small>(Minimum Required)</small> <input type="checkbox"/> None <input type="checkbox"/> One to three years <input type="checkbox"/> Three to five years <input checked="" type="checkbox"/> Other: 2 -3 years of sales and/or digital media experience preferred	Impact On Budget <input type="checkbox"/> Contributory <input type="checkbox"/> Direct <input type="checkbox"/> Other:
---	---

Decision Making <small>(level of direction & supervision)</small>	<input type="checkbox"/> Little independent judgment required <input checked="" type="checkbox"/> Judgment/discretion to make independent decisions within guidelines <input type="checkbox"/> Establish Policy & Procedures <input type="checkbox"/> Other:
---	---

Problem Solving <small>(Typical level encountered over extensive period of time)</small>	<input type="checkbox"/> By reporting and/or talking to supervisor <input checked="" type="checkbox"/> Choices defined in standard work procedures/policies <input type="checkbox"/> Methods chosen before in similar situations <input checked="" type="checkbox"/> Identification and analysis of diverse problems <input type="checkbox"/> Complex, varied and only mildly related to those seen before <input checked="" type="checkbox"/> Requires understanding/evaluation of impact upon the CCA <input type="checkbox"/> Other:
--	---

External Contacts	<input type="checkbox"/> External communication is minimal <input checked="" type="checkbox"/> Regular contact with general public <input checked="" type="checkbox"/> External contacts involving difficult formal negotiations <input checked="" type="checkbox"/> Effectively deal with diverse groups and organizations <input type="checkbox"/> Other:
--------------------------	---

Supervisory Responsibility <small>(Typical level encountered over extensive period of time)</small>	<input checked="" type="checkbox"/> None <input type="checkbox"/> Authority limited to direction of temporary employees only <input type="checkbox"/> Orient/train others; may act in a lead capacity <input type="checkbox"/> Provide leadership/direction to staff on event related issues <input type="checkbox"/> Supervise multiple functions, with full responsibility for effective operation & results <input type="checkbox"/> Overall responsibility to provide direction and guidance <input type="checkbox"/> Other:
Number of Direct Reports:	

Job-Related Knowledge <small>(knowledge of...)</small>	<input checked="" type="checkbox"/> Basic skills in oral/written communication <input checked="" type="checkbox"/> Microsoft Word <input checked="" type="checkbox"/> Microsoft Excel <input type="checkbox"/> Microsoft PowerPoint <input type="checkbox"/> Microsoft Access <input type="checkbox"/> Microsoft Outlook	<input type="checkbox"/> Microsoft Publisher <input type="checkbox"/> AutoCad <input type="checkbox"/> Financial Management <input type="checkbox"/> Administrative principles/practices <input type="checkbox"/> Computers <input type="checkbox"/> Other:
--	---	--

Adobe Creative Suite (Photoshop, InDesign, Illustrator)

WORKING CONDITIONS/PHYSICAL EFFORT: (Check all that apply)

Working Conditions

- Office, computer room
- Service Areas
- Flexible work schedules
- Valid TN Driver's License
- Travel Required
- Exposure to Customers
- High noise environment
- High dust, dirt, grease environment
- Exposure to moving machinery
- Exposure to chemicals
- Outdoor exposure to weather
- Requires Pre-employment Physical

Physical Effort

- Typically sitting at a desk or table
- Typically standing or walking
- Bending, crouching, stooping
- Running, climbing
- Intermittently sitting/standing/walking
- Climbing ladders/scaffolds
- Lifting 10 lbs or less
- Lifting 11-25 lbs
- Lifting 25 lbs or more
- Using Power Tools
- Using Pallet Jack
- Using Utility Carts
- Using Forklift
- Driving CCA Vehicle

**Employee Print
Name/Date**

Date: _____

I have read and understand the job requirements.

Employee's Signature _____

Supervisor Print Name: _____

Date: _____

Supervisor's Signature: _____

Title: _____

Copies to: Employee
Department Director
Personnel File

For HR Use Only (Do not write below this line):