



JOB DESCRIPTION

TITLE: IT SPECIALIST – DIGITAL MEDIA DEVELOPER
REPORTS TO: DIRECTOR OF IT OPERATIONS
FLSA STATUS: EXEMPT – Computer-Related Occupations
WAGE RANGE: \$45,000 - \$77,000
DATE APPROVED: November 1, 2021

Summary Description

The IT Specialist – Digital Media Developer supports the daily operations of the IT department. This position creates and develops content for our web, social media, and training sites. This position receives and resolves daily Help Desk tickets as first level support for incoming calls and issues, and reports ongoing issues and trends. This position supports the company computer hardware equipment and software applications installed at multiple sites.

Essential Job Duties/Responsibilities

- Creates, contributes to, and manages social media sites and content to promote damage prevention awareness while maintaining a strong public image of Blue Stakes of Utah 811.
- Assists in the development of media strategy and building unpaid and paid social media plans (including audience targeting and segmentation, messaging, flighting, budgeting, etc.).
- Assists and Collaborates with the IT, Training, and Education and Awareness teams to develop integrated, cross-channel campaigns to engage consumers, respond to messages, and promote company initiatives.
- Effectively manages the budget across paid channels for maximum results.
- Creates, edits, and updates content for the company website, social media platforms, and training system.
- First level support for all incoming issues. This includes responding to IT related Jira Tickets, Teams group messages, and IT phone calls, and ensuring issues are resolved or followed until they are resolved.
- Supports the IT department in its responsibilities, including departmental coverage, participating in IT meetings, completing IT projects and tasks, providing input and feedback, obtaining needed training, etc.
- Assists in recommending, building, installing, updating, troubleshooting, testing, analyzing, securing, and maintaining hardware, software, and hosted/cloud services located at Blue Stakes office, work at home environments, and hosted/cloud-based locations, including:
 - Norfield Systems, including primary and supporting systems and all applications.
 - Telephone System, including notification center, call and screen recording, reporting, workforce management, quality management, etc.
 - Websites and services, including primary, backup, training, and other supplemental sites.
 - Content and Collaboration system, including Help Desk, Jira, Confluence, etc.
 - Database and storage systems, including data back-up requirements and remote administration.
 - Virtual Hosting Systems, including redundancy, high availability, clustering, etc.
 - Networking systems, including LAN, WAN, wireless, WAH services, etc.
- Provides general training expertise on proper usage and advanced troubleshooting for desktop, laptop, and server hardware and software, including work at home environments.
- Performs functions to support employees working from home.
- Performs functions to install, update, troubleshoot and maintain Norfield Systems hardware and software applications (NEWTIN, Ticket Entry, Delivery, Web, Mapping, Archiving, GEMINI, and Remote Access).
- Performs functions to install, update, troubleshoot and maintain telephone system and related hardware / software applications.



- Assists in creating, maintaining, and updating the IT procedural documentation and other important information including inventory, vendor contacts, contracts, system lifecycles, etc.
- Assists in the creation and maintenance of web applications and native mobile apps.
- Assists the Director of IT in achieving all IT project goals and objectives within specified time frames.
- Assists the Director of IT in Blue Stakes contracts, communication, support, implementations, upgrades, licensing, inventory, etc. with technology providers and acts as a secondary contact and liaison between providers/vendors and Blue Stakes as assigned.

Additional Job Duties/Responsibilities

- Recommends annual performance goals and job description for position. Provides a complete self-evaluation to the Director of IT Operations at the end of each review period.
- Provides feedback to help improve procedures, software, documentation, etc. Helps test software upgrades and new functionality.
- Educates the public about Blue Stakes' role as the communication link between excavators, locators, and member utilities.
- Promotes online ticket entry, Mobile App and other web utilization products for Blue Stakes.
- Participates in industry organizations, committees, task teams, and/or working groups, as assigned.
- Maintains acceptable workspace environment at both the main office and at home, as assigned.
- Performs responsibilities primarily during normal business hours and at times as needed outside of normal business hours including early mornings, nights, and weekends.
- Performs responsibilities from the main office location as needed.
- Assists in the creation, implementation, and continued development of Blue Stakes' comprehensive disaster mitigation and business continuity plan.
- Assists in the creation and maintains reporting and tracking of statistical data, reports, graphs, databases, etc.
- Supports interdepartmental needs of the Notification Center, Member Services, and Administration teams; participates in and contributes to interdepartmental tasks and projects including, but not limited to, assisting in troubleshooting, analyzing and problem solving.
- Performs other duties and responsibilities as assigned.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty accurately and completely. In addition to required proficiency in each of the competencies listed above, the requirements listed below represent the knowledge, skill, and/or ability required.

Education/Experience

- High School equivalency required, Associates degree preferred in Computer Science, Management Information Systems, Information Technologies, Systems Engineering, or equivalent work experience is preferred.
- Familiarity with Digital Media Creation.
- 4+ years' experience or any combination of education, experience and training which provides the following knowledge, skills, and abilities.

Skill/Knowledge/Abilities

- Ability to type 40 WPM.
- Must have excellent customer service and interpersonal skills.
- Possess excellent written and oral communication skills, including the correct use of the English language. Must be able to communicate effectively both verbally and in writing using proper grammar and spelling.
- Ability to setup, present, and conduct oral presentations to small and large groups, with and/or without audio/video and other technologies.
- Ability to manage and organize workload independently and effectively.



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- Ability to follow and interpret written and verbal instructions.
- Ability to analyze problems and to develop and implement plans to resolve problems.
- Ability to analyze, prioritize, and manage workload to resolve critical and emergency conditions.
- Ability to interact effectively and maintain effective working relationships with subordinates, superiors, vendors, members, excavators, as well as other Blue Stakes employees and the public.
- Regular and prompt attendance is essential; mental effort is required daily.
- Ability to use logic and critical thinking skills to prevent errors that may cause loss of life and / or property.
- Ability to be self-directed to succeed in changing environments.
- Ability to be flexible and make changes as necessary.
- Ability to learn and apply the knowledge of Blue Stakes operations and procedures, including learning of geography in Utah and “Damage to Underground Utility Facilities Act”.
- Ability to read, search, and understand locations and positioning in a mapping application.
- Ability to navigate and communicate effectively within social media applications and other related services.
- Ability to learn, troubleshoot and provide support for basic PC hardware, Windows and Linux operating systems, QuickBooks, and Microsoft Office software (Outlook, Word, Excel, Power Point, Access, Teams, SharePoint, OneDrive, and OneNote) for employee workstations, both onsite and via remote access software.
- Ability to learn, operate and support both on premise and cloud-based server and software systems and services, including VMWare, Splashtop, Atlassian, Moodle, WordPress, Azure, etc.
- Ability to perform functions associated with computer operating systems and software programs including but not limited to: Windows, Norfield Ticket Entry Operating System, Microsoft applications (Outlook, Word, Excel, Power Point, Access, Teams, SharePoint, OneDrive, and OneNote), and QuickBooks.
- Knowledge of basic office equipment, such as telephones, copiers, and computers.
- Maintain confidentiality and security of information obtained.

Working Conditions and Physical Demands

- Indoor Notification Center/office environment; Ergonomic workstation options, potential telecommuting assignment.
- Occasional in state and out of state travel required. Must provide own transportation and vehicle insurance for in state travel.
- Must have a valid driver’s license.
- Job requires sitting and/or standing for extended periods of time.
- While performing the duties of this job, the employee is required to view computer screens and wear telephone headset equipment for extended periods of time.
- This position has exposure to stressful situations as a result of human behavior. Work is often performed under deadlines and time constraints.

Accept, Understand, and Confirm

I have read the above and understand that it is intended to describe the general content of and requirements for performing this job. It is not an exhaustive statement of duties, responsibilities, or requirements. I understand that this description does not preclude my supervisor’s authority to add or change duties and responsibilities and understand that the performance of other duties will be required from time to time to meet Blue Stakes’ needs. I understand that my employment with Blue Stakes is at-will. I have been given a copy of this description.

Employee Signature _____

Date _____