



NEW MEDIA SPECIALIST

SALARY RANGE
\$48,006.40-\$61,214.40 Annually
Plus an excellent benefits package

The San Bernardino County Employees' Retirement Association (SBCERA) is recruiting for a New Media Specialist to update, develop and implement new media and web content to inform the members and public of the activities, programs, services and objectives of SBCERA.

Background: The San Bernardino County Employees' Retirement Association (SBCERA) is a California public pension plan that manages benefits and pension assets for over 30,000 members and beneficiaries.

Responsibilities: The employee shall work in the Member Services Division under the immediate direction of the Chief of Member Services, managing SBCERA's website and online content, developing and maintaining web analytics and reports including cataloging and indexing target keyword phrases, building and maintaining the Web Member Services network by way of various communications and social media channels, monitoring and maintaining social media sites on behalf of SBCERA, assisting with, creating and managing content for various social media sites, assisting with creating social media strategies, interacting with members and the public to align their needs with SBCERA objectives, coordinating web projects across departments, and copyediting and proofreading web and written content.

Qualifications:

Education: Bachelor's degree in English, journalism, business/public administration, public relations, technical writing, communications or a closely related field.

Experience: One (1) year of communications, advertising, public relations, design and/or technology, Internet and social media tools. Knowledge of internet functional operation. Knowledge of design and web tools in Adobe, Photoshop, InDesign, Dreamweaver (or similar software) a plus.

An equivalent combination of experience and education may be considered.

Note:

Qualifying degrees or coursework must be completed at a college or university accredited by any accrediting association recognized by the United States Department of Education. Degrees or coursework completed outside the U.S. must be accompanied with an evaluation report from a reputable credential evaluation service showing equivalency to degrees or coursework completed at a college or university accredited by any accrediting association recognized by the United States Department of Education.



Applications: Application must be made by submitting a completed SBCERA Application form and the required supplemental questionnaire for New Media Specialist. Resumes will not be accepted in lieu of the application and supplemental questionnaire. The information you provide will be used to verify and evaluate your job qualifications. Failure to complete the application, supplemental questionnaire and/or to provide information on it clearly demonstrating possession of the above job qualifications will result in elimination from the examination process. The SBCERA Employment Application and Supplemental Questionnaire are available at www.SBCERA.org or you may call Maria Dizon at 909-885-7980 ext. 362 to have the forms mailed to you. Submit applications to:

SBCERA
Attn: Maria Dizon, Member Services Executive Secretary
348 W. Hospitality Lane, 3rd Floor
San Bernardino, CA 92415-0014

Applications must be received by SBCERA by **5:00 p.m. May 31, 2011.**

There will be a competitive evaluation of qualifications based on a review of the application and supplemental questionnaire. Applicants must clearly describe their experience in the areas designated on the supplemental questionnaire. Those who demonstrate exceptional qualifications in the competitive evaluation will be referred for a hiring interview. The SBCERA Chief Executive Officer may specify the number of eligible candidates to be qualified in the examination or any part thereof.

EMPLOYMENT PROCESS:

Application Deadline: Applications must be received by SBCERA by 5:00 p.m. on the date indicated on this announcement.

Examination: The exam process may include, but is not limited to, the application, supplemental questionnaire, appraisal interview, post-certification interview and reference check.

Eligible List: A list of qualified candidates will be established in rank order of scores obtained during the examination process. Referrals to vacant positions will be made with those achieving higher scores referred prior to those with lower scores. Candidates' names will remain on eligible lists for a period of one (1) year unless otherwise determined by the Chief Executive Officer.

Background Investigation: Prior to appointment, SBCERA requires applicants to be fingerprinted and pass a background investigation.

Reference Check: Prior to appointment, education and employment history is subject to verification. At the time of a selection interview, candidates may be required to provide a resume, copies of certificates, licenses, diplomas and course transcripts.



Medical Examination: Job offers made are contingent upon passing a medical examination, which will include a drug/alcohol screening. Failure to meet all medical standards may result in withdrawal of appointment or termination, if employed prior to completion of medical examination.

Disclosures: This is an at-will position.



EMPLOYMENT APPLICATION

Do you have a driver's license? _Yes No

What is your means of transportation to work? _____

Have you ever been in the armed forces? Yes No

Are you now a member of the National Guard? Yes No

Specialty _____ Date Entered _____ Discharge Date _____

EXPERIENCE

Please provide a complete employment history beginning with your current or most recent job. If additional space is needed, attach a sheet of paper. Do not refer to a resume. Only those jobs listed on this application will be considered in determining your eligibility. List each job separately, even if the employer is the same. Incomplete information will result in disqualification.

From (mm/dd/yy)	Title of Your Most Recent Position	Company Name	Phone	Name of Title of Immediate Supervisor
To (mm/dd/yy)	Number and Street	City	State	Reason for Leaving
Hours Worked per Week	Description of Duties:			

May we contact your present employer? Yes _No



EMPLOYMENT APPLICATION

From (mm/dd/yy)	Title of Your Most Recent Position	Company Name	Phone	Name of Title of Immediate Supervisor
To (mm/dd/yy)	Number and Street	City	State	Reason for Leaving
Hours Worked per Week	Description of Duties:			

From (mm/dd/yy)	Title of Your Most Recent Position	Company Name	Phone	Name of Title of Immediate Supervisor
To (mm/dd/yy)	Number and Street	City	State	Reason for Leaving
Hours Worked per Week	Description of Duties:			



EMPLOYMENT APPLICATION

From (mm/dd/yy)	Title of Your Most Recent Position	Company Name	Phone	Name of Title of Immediate Supervisor
To (mm/dd/yy)	Number and Street	City	State	Reason for Leaving
Hours Worked per Week	Description of Duties:			

Please list two references other than relatives or previous employers.

Name _____	Name _____
Position _____	Position _____
Company _____	Company _____
Address _____	Address _____
Telephone _____	Telephone _____

CERTIFICATE OF APPLICANT

I certify that all statements made in this entire application, including any attachments, are true and complete to the best of my knowledge. I understand that any false statements of material facts will subject me to disqualification or dismissal.

Name (please print):	Social Security Number: XXX-XX-
Signature:	Date:



NEW MEDIA SPECIALIST

Supplemental Questionnaire

This form must be submitted with your application form. This supplemental questionnaire and your application will be the basis for a competitive evaluation with other candidates in the selection process.

Answer each question as completely as possible, providing examples to illustrate your experience. While we are interested in complete responses representing your experience, be as concise as possible. Please submit your responses to the following questions on separate sheet(s) of paper and limit your response to one page per question. Use this page as your cover page.

Describe your experience in each of the following areas.

- 1. Website and online content management.** Please describe your experience in the maintenance, development, testing, review, removal, amending, and archiving of online content. Further, describe your experience tracking content approval, including assessing and managing any legal implications of website content.
- 2. Developing and maintaining web analytics.** Describe your experience using web analytics. Particularly, include your experience using third-party data collection tools, web visitor analysis, and interpretation of data for recommending website changes or new campaigns.
- 3. Assisting with creating social media strategies.** Describe your experience in the coordination and design of social media strategies for an organization. Include your level of responsibility in creating, monitoring and maintaining the plan.
- 4. Copyediting and proofreading.** Describe your experience reviewing and editing material for style, grammar, punctuation, syntax, spelling accuracy and search engine optimization before content is posted on websites or published in curriculum/materials. Modifying content to clarify meaning and to conform to editorial style guidelines/policies and provide writer feedback to managers to improve existing content for readability and optimization.

Certificate of Applicant: I certify that all of the information provided is true and complete to the best of my knowledge. I understand that any false statements of material facts will subject me to disqualification or dismissal.

Name (print): _____

SSN: _____

Signature: _____

Date: _____