



Commonwealth of Massachusetts

OFFICE OF THE COMPTROLLER

ONE ASHBURTON PLACE, 9TH FLOOR
BOSTON, MASSACHUSETTS 02108
(617) 727-5000
MACOMPTROLLER.ORG



WILLIAM McNAMARA
COMPTROLLER

OFFICE of the COMPTROLLER (CTR) Multimedia Producer (Program Coordinator II) FY 2022-017

About the Office of the Comptroller

The Office of the Comptroller of the Commonwealth of Massachusetts (CTR) is an independent and apolitical overseer of governmental and other funding sources, totaling more than \$94 billion in revenue and \$95 billion in spending in Fiscal Year 2021. In addition, the Office of the Comptroller oversees the Commonwealth's expenditure, payroll management, and major audit functions.

As stewards of the public trust, we aspire to inspire confidence by maintaining our core principles: clarity, integrity, and accountability.

The powers and obligations of the Office of the Comptroller are generally dictated by M.G.L. c. 7A.

Position Summary

The Office of the Comptroller seeks a **Multimedia Producer**, reporting to the Chief Communications Officer. The Multimedia Producer would support all aspects of the Office of the Comptroller's external and internal communications and strategies. This position would maintain and develop content for the Office of the Comptroller's web properties, email newsletters, and social media channels. Additionally, this position would produce multimedia content as needed including video, images, documents, interactive content, and other materials as required.

Specific Duties

The specific duties of this position include but are not limited to the following:

- Update and maintain CTR's suite of websites including public-facing, state intranet, state payments portal, employee information portal
- Archive and backup content in accordance with Internal Control Plan
- Monitor and contribute to CTR's social media accounts on Twitter, Facebook, LinkedIn
- Produce and distribute newsletters and other email updates for external and internal audiences
- Produce multimedia in support of Operations Team / Communications Team requirements, including video, images, interactive content
- Design and format documents to conform with CTR branding
- Compile reports on analytics for websites and other digital properties
- This position requires: (a) complex and integrated planning, development, and production of a single multimedia story; (b) managing from inception to completion of a multimedia single

story, including editing, final documenting, and storage of multimedia in accordance with the CTR Internal Control Plan and Records Retention Policies

- Other tasks as needed for Operations Team / Communications Team requirements

Capabilities and Attributes

This position requires a motivated self-starter with the following capabilities and attributes:

- excellent communication skills;
- strong interpersonal and communication skills
- impeccable attention to detail;
- superior time management;
- ability to pivot to address items requiring immediate attention;
- proven ability to multitask with accuracy;
- ability to make creative decisions
- ability to contribute and work productively as part of a team and equally as an individual contributor;
- positive attitude;
- capacity to learn and adhere to new standards and guidelines as necessary; and
- ability to work well under pressure.

Minimum Entrance Requirements

Applicants must have at least (A) three years of full-time, or equivalent part-time, professional, professional internship, administrative, supervisory, or managerial experience in business administration, business management or public administration the major duties of which involved program management, program administration, program coordination, program planning and/or program analysis, or (B) any equivalent combination of the required experience and the substitutions below.

- I. A Bachelor's degree with a major in business administration, business management, or public administration may be substituted for a maximum of two years of the required experience.*
- II. A Graduate degree with a major in business administration, business management or public administration may be substituted for the required experience.*
- III. A Bachelor's or higher degree with a major other than in business administration, business management or public administration may be substituted for a maximum of one year experience.*

*Education toward such a degree will be prorated on the basis of the proportion of the requirements actually completed.

Required Qualifications

- Ability to write clearly and succinctly
- Demonstrated experience condensing complex information for legibility
- Experience with Microsoft Office (Word, Excel, PowerPoint)
- Proven ability to handle confidential information with discretion, be adaptable to various competing demands
- Willingness to learn new communications tools and technologies
- Demonstrated strong organizational skills that reflect the ability to perform and prioritize multiple tasks seamlessly with excellent attention to detail

Preferred Qualifications

- Experience maintaining a public website using WordPress or similar content management system
- Experience creating and executing social media plans
- Experience monitoring social media accounts
- Understanding of modern, responsive, accessible, website design fundamentals
- Knowledge of HTML
- Knowledge of web accessibility standards (W3C) a plus
- Experience generating website usage reports in Google Analytics
- Experience using MailChimp, Constant Contact, or similar email marketing application
- Experience using the Adobe Creative Suite (Photoshop, Illustrator, InDesign, AfterEffects, Premiere, Acrobat Pro) or similar design software
- Understanding of basic graphic design principles
- Understanding of basic video shooting/editing a plus
- Understanding of basic photography concepts a plus
- Experience in media/public relations a plus

Salary Range

\$62,268.18 - \$ 89,143.08

As per the Unit 6 Collective Bargaining Agreement between the Commonwealth of Massachusetts and the National Association of Government Employees.

Salary rates effective July 3, 2022.

Benefits Package

CTR is pleased to offer a comprehensive benefits package for its employees and managers. The specific components and eligibility may vary based upon position classification, hours worked per week and other variables. Therefore, specific benefits for this position may be discussed as part of the interview and offer process.

The overall benefits available include paid vacation, sick and personal leave time, health, dental and vision insurance through the Commonwealth's Group Insurance, and optional pre-tax Health Savings Account plans. Details of the various plans and the cost split between employer and employee may be reviewed by looking at the Group Insurance website, <https://www.mass.gov/orgs/group-insurance-commission> and/or as part of the interview process.

CTR employees also participate in the Commonwealth's State Retirement Plan, which may become a Defined Benefit Plan for those that both vest and subsequently retire from State service. Follow this link for additional retirement information: <http://www.mass.gov/treasury/retirement/state-board-of-retire/>

In addition, CTR provides employees the opportunity to elect life insurance, long term disability insurance, deferred compensation savings, tuition remission, pre-tax commuter account plans, along with other programs.

CTR Hybrid Work Model

CTR began operating its hybrid work model on November 1, 2021. Under this policy, employees are currently required to work a minimum of four business days per month (two set by management and two set by the employee) on-site at CTR's Boston office and may work remotely the remainder of the time at a location approved by their supervisor, so long as they comply with the requirements of the telework policy. Under this policy, all employees must be able to report to the Boston office with little or no notice, even including the same workday should an exigent circumstance arise. Therefore, a reasonable proximity to the office is necessary. CTR does not reimburse for employees to travel to the office.

In addition, the successful candidate may be required to work primarily on site in Boston during the initial training and orientation period and/or for certain positions a primarily on-site role may be necessary.

COVID-19 Vaccination Requirement

The successful applicant will be required to have received the full required regimen of vaccine doses of a COVID-19 vaccine (two doses of the Pfizer/Moderna vaccine or one dose of the Johnson & Johnson vaccine) prior to their start date, and may be required to demonstrate that they continue to maintain COVID-19 vaccination boosters in accordance with updated public health recommendations or policies that may be adopted by the Office of the Comptroller (e.g., staff shall obtain all recommended boosters.) Applicants who request to be exempt from the requirement for COVID-19 vaccination due to a documented medical condition that makes vaccination medically contraindicated or based on a sincerely held religious beliefs must obtain approval for such an exemption from the Office of the Comptroller before their start date.

Details relating to how to comply with this requirement which includes weekly testing may be discussed with CTR's Chief Human Resources Officer during the selection process.

Commitment to Diversity

CTR is committed to building a diverse staff at all levels across its entire agency.

CTR IS AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER.

Application Process

The Office of the Comptroller encourages interested candidates that meet the minimum entrance requirements and qualifications to apply for this position.

Interested candidates must submit their materials electronically, by **email** no later than 5:00 pm, on **August 8, 2022**.

Submissions should include the following:

- a cover letter
- resume
- three writing samples that showcase a variety of formats

Candidates chosen to advance to a second-round interview will also be required to submit:

- three professional references.

Please include position title and posting number in the subject line of your submission. Your application package should be submitted to:

CTR-HR@mass.gov

Late submissions may be considered solely at the discretion of CTR.

Required Background Check – Including Tax Compliance

CTR requires a background check on all prospective employees as a condition of employment.

Candidates should know that the background check is not initiated until:

1. A candidate is invited to a second or subsequent interview and
2. The candidate has signed the Background Check Authorization Form and related releases.

This background check includes:

- a Criminal Offender Record Information (CORI) check,
- Federal IRS and
- Commonwealth Department of Revenue state tax compliance.

Candidates with advanced degrees and professional licenses may have these credentials verified.

Individuals other than those references provided by a candidate may be contacted in the course of completing a full background and qualification check.

Further Information

Please visit <https://www.macomptroller.org> for more information about the Office of the Comptroller.