



City of Walnut Creek Multimedia Analyst

SALARY	\$127,107.00 - \$153,202.00 Annually	LOCATION	Walnut Creek, CA
JOB TYPE	Regular At-Will	JOB NUMBER	26-43
DEPARTMENT	General Government	OPENING DATE	10/15/2026
CLOSING DATE	10/29/2026 5:00 PM Pacific	BARGAINING UNIT	300

Position Description

The City of Walnut Creek is seeking one full-time Multimedia Analyst to join the City Manager's Office. This is an at-will position serving at the will of the City Manager.

Salary:

The current salary range for Multimedia Analyst is \$127,107 to \$153,202 annually. Placement in the range will depend on qualifications.

Closing Date:

The closing date for this recruitment is **Thursday, October 29, 2026, at 5:00 PM PST. Please note that this job announcement may close without notice when a sufficient number of applications have been received.**

This position is great because you will have the opportunity to:

- **Make an impact on the community:** Partner across departments to connect residents with local government through clear, useful communications.
- **Shape the digital experience:** Help guide the City's website, social media strategy, and accessibility initiatives to better serve residents.
- **Bring creative ideas to life:** Use multimedia production and digital storytelling to deliver high-visibility communications projects.
- **Work closely with City leadership:** Join a collaborative team in the City Manager's Office and build valuable experience working with department heads and elected officials.

About the City:

Spanning 19.5 square miles, the community's sprawling landscapes, warm weather, diverse dining options, and thriving shopping districts make Walnut Creek a suburban oasis with an urban flair. With a rare blend of 2,800 acres of open space, a vibrant downtown, a business park, premier healthcare facilities and a performing arts center, Walnut Creek offers something for everyone!

The City of Walnut Creek is committed to values of respect, integrity, excellence, teamwork, and creativity. CARE, the City's robust award-winning employee engagement initiative, focuses on three key areas: providing career development opportunities; promoting connections among employees; and supporting employee health and wellness.

About the Department and Division:

The City Manager's Office oversees the activities of city departments, implements policies set by the City Council, and ensures that City services are efficiently delivered. The six divisions and programs in the City Manager's Office include the City Clerk, Communications & Outreach, Economic Development, Emergency Preparedness, Risk Management, and Sustainability. For Fiscal Year 2027 (FY27) the City Manager's Office is authorized for 23 full-time employees and has a FY27 department budget of \$13.2 million. The City Manager's Office strives to continually enhance the quality of life of all residents, support the policy objectives of the City Council, and provide leadership and support to all City departments.

About the Position:

The Multimedia Analyst:

- Oversees the City's website to ensure accurate, accessible, and easy-to-find information that supports excellent customer service.
- Leads digital accessibility initiatives to improve access to City information and meet web accessibility requirements.
- Develops social media strategies and produces multimedia content to engage the community and promote City programs and services.
- Partners with departments to coordinate digital communications, evaluate effectiveness, and improve the user experience.

This is a single position journey-level professional class. The Multimedia Analyst performs a wide variety of specialized assignments in the City Manager's Office which include:

- **Multimedia production:** Plan, create, edit, and publish videos, photographs, and graphics; coordinate with the Walnut Creek TV Program Manager on content, including visuals and graphics.
- **City communications:** Partner with departments to translate information about City programs, services, projects, and initiatives into clear, accessible public content.
- **Social media:** Create and schedule posts, monitor engagement, and respond to public questions or coordinate responses with the Public Information Officer (PIO).
- **Website management:** Maintain timely, accurate content on City webpages and digital platforms.
- **Public information and emergency communications:** Support the PIO and City Manager's Office in communicating with residents and the media, including during emergencies, major incidents, and service disruptions.
- **Analytics:** Evaluate communications performance using website traffic, content views, engagement, and other metrics.

The Ideal Candidate:

The ideal candidate is a clear, thoughtful communicator who builds strong relationships and works collaboratively with colleagues and community members. They bring curiosity, creativity, and initiative to their work, ask good questions, and turn complex information into engaging, easy-to-understand content.

The successful candidate is organized, adaptable, and dependable, with sound judgment when handling sensitive information or competing deadlines. They take ownership of their work, turn ideas into practical solutions, and bring a public-service mindset focused on providing residents with accurate, accessible, timely, and useful information.

Representative Duties

- Oversees the City's website, including content management, design, quality assurance, technical support, and integration with third-party applications.
- Leads citywide digital accessibility initiatives, including coordinating compliance with federal ADA requirements and supporting departments in developing accessible digital content.

- Develops and coordinates multimedia productions, including video scripting, creative direction and content development to communicate City programs, services, and priorities.
- Develops and implements strategic social media initiatives, including content creation, campaign development and strategies to expand community engagement and public information.
- May perform special assignments or assist the City Manager or a department director in routine or special activities.

Knowledge, Skills, and Abilities:

- Considerable knowledge in the field of website development and management.
- Knowledge of the organization, functions, policies, and administrative procedures of a municipal government.
- Knowledge of video content creation and graphic design, including research and script writing.
- Knowledge of evolving social media platforms.
- Skill in communicating effectively in English both orally and in writing; making oral presentations; and preparing clear, concise, and accurate written materials.
- Skill in using tact, initiative, and independent judgment within general policy and legal guidelines in politically sensitive situations.

Qualifications Guidelines

Any equivalent combination of education, experience, and training that provides the knowledge, skills, and abilities is qualifying.

Education:

A Bachelor's degree from an accredited four-year college or university preferably with a major in communications, visual design, or a field related to the work.

AND**Experience:**

A minimum of two (2) years of experience in digital communications project management, which may include website content management, data analytics, digital accessibility, or multimedia production.

Special Requirements:

- Possession of, or ability to obtain prior to employment, a valid Class C California Driver's License and a good driving record.
- May be required to attend off-hours meeting.

Supplemental Information

The deadline to apply for this position is Thursday, October 29, 2026, at 5:00 PM PST.

To be considered for this opportunity, please visit <https://www.governmentjobs.com/careers/walnutcreek/>

Applicants possessing the MOST DESIRABLE qualifications will be invited to continue in the selection process, which will include an oral interview **tentatively scheduled for the week of November 30, 2026**. Department interviews are **tentatively scheduled for the week of December 7 or 14, 2026**.

All applicants will be notified by email as to whether or not they are invited to participate further in the selection process.

Applicants considered for appointment to this position will be subject to California Department of Justice and FBI fingerprinting, a thorough background check (including contacting professional references), and a Department of Motor Vehicle (DMV) driving record check.

If special accommodation is necessary at any stage of the recruitment process, please provide the Human Resources Department with advance notice and every attempt will be made to consider your request.

As required by law, all public employees are designated as Disaster Service Workers. As such, all City of Walnut Creek employees may be called upon to assist in the event of fire, flood, earthquake, or other natural or man-made disasters.

Please see the class specification [here](#) for a complete description of this classification's representative duties; knowledge, skills and abilities; qualifications; working conditions; physical requirements; and for other details about this position

Employer

City of Walnut Creek

Address

1666 North Main Street

Walnut Creek, California, 94596

Website

<http://www.walnutcreekca.gov>

Multimedia Analyst Supplemental Questionnaire

*QUESTION 1

Please check your highest level of academic achievement.

- ☐ Some High School
- ☐ High School Graduate or Equivalent
- ☐ Some College
- ☐ Associate's Degree
- ☐ Bachelor's Degree
- ☐ Master's Degree
- ☐ PhD

*QUESTION 2

If you have a college degree, please tell us your major and describe the major coursework you completed related to this position. If you do not have a degree, please write "N/A." If you haven't completed related coursework, please write "coursework not related." Be sure to provide all the requested information in your answer so it can be properly evaluated. Writing see application or resume is not an acceptable response

*QUESTION 3

How many years of experience do you have in digital communications project management?

- ☐ None

- ☐ Up to 2 years
- ☐ More than 2 years but less than 4 years
- ☐ More than 4 years

***QUESTION 4**

If you indicated you have the experience in question #3, please describe when and where you obtained this experience and provide details about your experience with digital communications project management. If you do not have this experience, write "N/A." Be sure to provide all the requested information in your answer so it can be properly evaluated. Writing "see application/resume," is not an acceptable response.

***QUESTION 5**

Do you have experience with the following? Please check all that apply.

- ☐ Website content management
- ☐ Data analytics
- ☐ Digital accessibility
- ☐ Multimedia production (such as video, photo, graphics, and/or other digital content)

***QUESTION 6**

Please describe what your responsibilities were in each of the areas you marked in question #5 and when and where you obtained this experience. If you do not have this experience, write "N/A." Be sure to provide all the requested information in your answer so it can be properly evaluated. Writing "see application/resume," is not an acceptable response.

***QUESTION 7**

How many years of experience do you have working for a public agency, which may include Cities, Counties, Special Districts, JPAs, or similar?

- ☐ None
- ☐ Up to 2 years
- ☐ More than 2 years but less than 4 years
- ☐ More than 4 years

***QUESTION 8**

If you have experience working for a public agency, please tell us what public agency you worked for, the dates you worked there, and provide a brief overview of your job responsibilities. If you do not have this experience, write "N/A." Be sure to provide all the requested information in your answer so it can be properly evaluated. Writing "see application/resume," is not an acceptable response.

***QUESTION 9**

This position may be required to attend off-hours meetings. Do you have flexibility for this schedule?

- ☐ Yes
- ☐ No

***QUESTION 10**

Please read carefully: The information you provide will be reviewed and used to determine your eligibility to move forward in the selection process. Incomplete responses, false statements, omissions, or partial information may result

in disqualification from the selection process. If selected, the information you provided will be verified. If the information is not consistent, you may be disqualified from this recruitment process. I understand the above-mentioned statement.

☐ Yes

☐ No

* Required Question