



PINAL COUNTY

WIDE OPEN OPPORTUNITY

Pinal County Human Resources

P.O. Box 1590, Florence, AZ 85132

Telephone: 520.866.6231 / Fax: 520.866.6930

www.pinalcountyz.gov/HR/Pages/home.aspx

DATE: October 15, 2020

TO: Mary Ellen Sheppard, Director, Human Resources *ME8*

FROM: Charla Skiles, Human Resources Analyst

SUBJECT: Salary Survey – Video Content Creator

Video Content Creator

The primary function of the Video Content Creator is to work as part of the Communications and Marketing department, producing, shooting, and editing premium video content aimed at promoting Pinal County, its government services and programs, and enhancing the County's image locally, nationally, and internationally.

Market Study

A review of data compiled by a recent market study found six comparators for the position of Video Content Creator. All comparators listed job duties and minimum requirements that were very similar to the job description reviewed by the requesting department.

Job Title	Organization	Minimum	Midpoint	Maximum
Media Specialist	Maricopa County	\$46,488	\$57,408	\$68,328
Graphic Design Specialist	Pima County	\$41,724	\$51,750	\$61,776
Video Production Coordinator	Yuma County	\$40,678	\$51,251	\$64,418
Production Specialist	City of Apache Junction	\$59,378	\$77,688	\$85,997
Media Manager	City of Coolidge	\$45,981	\$57,364	\$68,837
Video Producer	City of Mesa	\$52,331	\$64,417	\$76,502
Average		\$47,763	\$59,980	\$70,976

Pinal County Pay Ranges:

08	\$	42,564.00	\$	54,269.00	\$	65,974.00
09	\$	45,969.00	\$	58,611.00	\$	71,252.00
10	\$	49,647.00	\$	63,300.00	\$	76,953.00

Conclusion:

When all comparators are used, the Video Content Creator position would fall into a **Grade 09** (the pay grade which is closest to the average market midpoint salary).