

## **POSITION TITLE:** Digital Content & Design Specialist

**QUALIFICATIONS:** Bachelor's degree with emphasis in Digital Marketing, Graphic Design, Multimedia Design, Web Development, or related field required. Proficiency in web content personalization, HTML (non-WYSIWYG) and CSS web design with a thorough understanding of cross browsers/multi-platform and a solid understanding of the social media landscape. Prior work in the education sector, preferably in an urban school district preferred. Strong composition skills, sophisticated design and layout sensibilities, creative typographic solutions. Demonstrable knowledge and experience with Adobe Creative Suite, including In Design, Photoshop, Illustrator (must provide samples). Outstanding interpersonal and team work skills; and strong organizational skills, including keen attention to detail. Ability to learn quickly, work in a fast-paced environment, and multi-task effectively. Willingness to work outside standard business hours.

**PERFORMANCE EXPECTATIONS:** The Digital Content & Design Specialist is responsible for developing compelling web content for the school division's website and conceptualizing creative designs to assist in telling the story of Richmond Public Schools. Designs and writes content for the Richmond Public Schools website and staff portal. Conducts training sessions on website content management for various website/webpage owners; audits and edits other content as applicable. Develops web content strategies and collaborates with the Multimedia Production team to create multimedia campaigns to be executed across various platforms. Serves as copy editor for other publication/campaign content. Creates graphics and visual content for various platforms and publications that are aligned with the RPS brand, mission, and vision. Works closely with members of central office and schools to provide consultation and manage aspects of the iterative design process for web and print collateral. Performs accessibility testing to identify and resolve accessibility barriers to ensure ADA compliance and accessibility as required. Performs other related duties as required.

**GENERAL DEFINITION AND CONDITIONS OF WORK:** Performs professional work supporting the design and development of various communications content. Must have the use of sensory skills in order to effectively perform the duties required of this position. Physical capability to effectively use and operate various digital equipment. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

**REPORTS TO:** Director Communications and Media Relations

**LENGTH OF CONTRACT:** This is a twelve month (260 days) contract position, pay grade 123, with excellent benefits.

**FLSA:** Exempt

**START DATE:** Based on School Board approval