

SAN DIEGO COUNTY OFFICE OF EDUCATION

Personnel Commission

CLASS TITLE: COMMUNICATIONS MEDIA ASSISTANT, Grade 52

DEFINITION:

Under general direction, the Communications Media Assistant supports the San Diego County Office of Education (SDCOE) communication and marketing efforts by preparing graphic designs, photography, written materials, and social media; assists the Communications Team with email marketing, website presence, content management, art direction, and branding, and helps to measure and grow SDCOE social media following through the development of quality creative content for use in a variety of digital platforms.

REPRESENTATIVE DUTIES:

This position description is intended to describe the general nature and level of work being performed by the employee assigned to the position. This description is not an exhaustive list of all duties, responsibilities, knowledge, skills, abilities, and working conditions associated with the position. Incumbents may be required to perform any combination of these duties. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

ESSENTIAL FUNCTIONS:

Assists in the research, planning, development, and maintenance of communications products, websites, and social media, to support SDCOE's digital media needs.

Collaborates to create organization-wide guidelines for the usage and content of web-based communications, social media, and the SDCOE website, and advises on best practices and guidelines for visual communications.

Provides support on the use of electronic communications tools to facilitate the use of social media for information communication purposes, including preparing social media photos, art, images, video, links, and text.

Tracks and reports statistics on the usage of products supported by the Communications Services team to evaluate the effectiveness of communication strategies.

Works with Communications staff to ensure currency and efficacy of web content for revisions, improvements to functionality, and user appeal, including proofreading and editing web content, intranet content, advertisements, and special projects to ensure quality communication.

Assists in development and marketing of the SDCOE brand and online reputation

Designs email campaigns, implements regular newsletter publishing schedules, as appropriate, and plans for and increases email newsletter engagement through tracking analytics and metrics as assigned.

Captures and edits short video segments, photographs, and slide presentations for use with social media, and digital communication such as email and newsletters

Designs special project communication pieces as needed, such as advertisements for events and community partners

Advises and assists in the selection of the media to be used for visual presentations, including video, photography, graphics, type style, size, color, and paper stock where applicable

Provides training to SDCOE staff on social media, branding, and email marketing topics.

Acts as liaison with other creative departments at SDCOE

NON-ESSENTIAL FUNCTIONS:

Performs related duties as assigned.

CREDENTIALS, CERTIFICATES, LICENSES OR OTHER REQUIREMENTS:

None

EDUCATION AND EXPERIENCE:

A combination of education and experience equivalent to three (3) years of experience in the development, design, and implementation of multi-media communications projects, including one year of experience working with online communications media, preferably for an educational organization.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Assigned web publishing software applications and social media applications, including Adobe Creative Suite

Principles and practices of staff training

Basic website development

Marketing concepts and strategies

Research, analysis, and evaluations methods

Public relations techniques, principles, and practices

Online communications media, television, and radio production processes

Laws, rule, and regulations related to the use of social media

ABILITY TO:

Demonstrate proficiency with current technology required for performance of duties.

Meet assigned deadlines with speed and accuracy

Communicate effectively and professionally both orally and in writing

Set up and operate related audiovisual and multimedia equipment

Learn the principles and practices of staff training

Assess client needs and make appropriate training and technology-based recommendations

Make decisions on procedural matters using good judgment within the scope of established policy

Resolve sensitive issues and conflicts using tact and diplomacy

Establish cooperative working relationships with those contacted during work

Work effectively independently and as part of a team with minimum supervision

Organize and prioritize work

Maintain confidentiality of information

Demonstrate attendance sufficient to complete the duties of the position as required

Complete routine tasks thoroughly, accurately and with attention to detail

WORKING CONDITIONS & PHYSICAL ABILITIES:

Office and meeting room environment.

Must be able to hear and speak to exchange information; see to perform assigned duties; sit or stand for extended periods of time; possess dexterity of hands and fingers to operate a computer keyboard and other related equipment.

| Established | Approved by Personnel Commission | Revised | FLSA Status | Salary Grade |
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| 09/2011 | September 14, 2011 | 10/13, 07/19 | Non-Exempt | Classified Support Grade 52 |