



Job Description

Prepared/Revised Date: **April 2021**

Job Title: **Digital Communications Specialist**
 Job Family: **Non-Certified**
 Pay Program: **Administrative**
 Typical Work Year: **12 months**

Job Code: **4099**
 FLSA Status: **Ex – P**
 Pay Range: **L09**

SUMMARY: Develop and execute a strategic and integrated digital communications plan across multiple platforms (websites, social media, email, etc.). Create photo, video and written content aligned to the district’s digital communications plan. Evaluate the effectiveness of the district’s digital communications plan and make adjustments as necessary.

ESSENTIAL DUTIES AND RESPONSIBILITIES: *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Job Tasks Descriptions	Frequency	% of Time
1. Develop and execute a strategic and integrated digital communications plan across multiple platforms (websites, social media, email, etc.) in support of the district’s strategic plan and marketing objectives. On an ongoing basis, evaluate the effectiveness of the district’s digital communications plan in meeting desired outcomes and strengthening the district’s online brand. Provide reporting on digital activities, and summarize insights on how to optimize the performance of the district’s digital campaigns. Make any necessary adjustments to achieve growth.	D	25%
2. Create and update content across the district’s digital platforms that is coordinated, cohesive and designed to drive traffic, promote engagement and support district objectives. Produce creative visual assets (photographs, videos, infographics, GIFs, stop-motion, etc.) for website, email marketing and social media usage.	D	25%
3. Foster two-way communication and deliberative dialogue through the development of community engagement opportunities that leverage interactive digital media platforms.	W	20%
4. Train district and school content managers on software, brand standards and communications best practices. Provide ongoing support to school, program and department staff in developing and implementing effective digital communications strategies that meet desired outcomes.	W	15%
5. Oversee the website content management system (CMS) and respond to issues. Research, evaluate and implement new tools to improve the CMS. Manage CMS organization with web editor access and web page groupings. Act as liaison to district and school website provider/vendor and district IT department. Provide support for technical issues, and to integrate new technologies as needed.	W	10%
6. Perform other duties as assigned.	Ongoing	5%
TOTAL		100%

EDUCATION AND RELATED WORK EXPERIENCE:

- Bachelor’s degree from an accredited college or university in digital media, marketing, journalism, public relations, communications or related field.
- Minimum of three (3) years of experience in Developing, managing and implementing digital and social media campaigns and strategy with in-depth knowledge of best practices, trends, engagement and content creation.

LICENSES, REGISTRATIONS or CERTIFICATIONS:

- Criminal background check required for hire.
- Ability to travel among school locations.

TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:

- Excellent written and verbal communication skills; ability to write and publish concise copy in a fast-paced environment.
- Proficiency operating a DSLR camera to create high-quality photo and video content for digital platforms such as web, social media and email. Proficient at video editing.
- Ability to repurpose content for multiple platforms.
- Strong interpersonal, collaboration, and presentation skills; ability to function effectively as part of a team.
- Critical thinking and problem solving skills.

- Enthusiasm for the education industry and the evolving world of social media and technology.
- Ability to maintain confidentiality in all aspects of the job.
- Ability to manage multiple tasks with frequent interruptions.
- Ability to diffuse and manage volatile and stressful situations.
- Ability to work with students with diverse backgrounds and abilities.
- Ability to promote and follow Board of Education policies, District policies, building and department procedures.
- Ability to stay current with district policy, standards and training in the areas of data quality, data privacy, and cyber-security with respect to student and staff data, and related information systems.
- Ability to communicate, interact and work effectively and cooperatively with all people, including those from diverse ethnic and educational backgrounds. Willingness to contribute to cultural diversity for educational enrichment.
- Ability to recognize the importance of safety in the workplace, follow safety rules, practice safe work habits, utilize appropriate safety equipment and report unsafe conditions to the appropriate administrator.

MATERIALS AND EQUIPMENT OPERATING KNOWLEDGE:

- Operating knowledge of and experience with personal computers and peripherals.
- Operating knowledge of and experience with website CMS, Adobe Creative Suite, video editing software, Google Suite and Microsoft Office Suite.
- Proficiency with web tools, analytics and new media platforms.

REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:

	POSITION TITLE	JOB CODE
Reports to:	Communications Manager	3106

	POSITION TITLE	# of EMPLOYEES	JOB CODE
Direct reports:	This job has no direct supervisory responsibilities.		

PHYSICAL REQUIREMENTS & WORKING CONDITIONS: *The physical demands, work environment factors and mental functions described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

PHYSICAL ACTIVITIES:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Stand		X		
Walk		X		
Sit			X	
Use hands and fingers to handle and/or feel			X	
Reach with hands and arms			X	
Climb or balance	X			
Stoop, kneel, crouch, or crawl	X			
Talk			X	
Hear			X	
Taste	X			
Smell	X			

WEIGHT and FORCE DEMANDS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Up to 10 pounds		X		
Up to 25 pounds		X		
Up to 50 pounds	X			
Up to 100 pounds	X			
More than 100 pounds	X			

MENTAL FUNCTIONS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Compare			X	
Analyze				X
Communicate				X
Copy		X		
Coordinate			X	
Instruct		X		

MENTAL FUNCTIONS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Compute		X		
Synthesize			X	
Evaluate			X	
Interpersonal Skills				X
Compile			X	
Negotiate		X		

WORK ENVIRONMENT:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or humid conditions (non-weather)	X			
Work near moving mechanical parts	X			
Work in high, precarious places	X			
Fumes or airborne particles	X			
Toxic or caustic chemicals	X			
Outdoor weather conditions	X			
Extreme cold (non-weather)	X			
Extreme heat (non-weather)	X			
Risk of electrical shock	X			
Work with explosives	X			
Risk of radiation	X			
Vibration	X			

VISION DEMANDS:	Required
No special vision requirements.	
Close vision (clear vision at 20 inches or less)	X
Distance vision (clear vision at 20 feet or more)	X
Color vision (ability to identify and distinguish colors)	
Peripheral vision	
Depth perception	
Ability to adjust focus	

NOISE LEVEL:	Exposure Level
Very quiet	
Quiet	
Moderate	X
Loud	
Very Loud	