

Job Description
MOORE PUBLIC SCHOOLS

Job Title: Web and Digital Media Specialist

Qualification

Credentials: Job experience in the field of public relations, journalism, communications, or related fields preferred.

Education: Bachelor's degree in public relations, mass communications, journalism, graphic design, or a related field.

Training or Experience Required: Three (3) years of experience in the area of assignment; or an equivalent combination of education and experience sufficient to successfully perform the job's essential duties.

Special Skills, Knowledge, Abilities:

- Must maintain extreme professionalism and maintain confidentiality of sensitive information, and in handling and securing organization-based information, with a high ability to use discretionary judgment.
- Excellent research, copywriting, and editing skills for business, social media, and for media.
- Ability to work under pressure and on production deadlines.
- An in-depth knowledge of analytics-based measurement of social media platforms and tools, including Facebook, Instagram, Twitter, LinkedIn, SproutSocial, and JotForm.
- Knowledge of file management, cloud-based productivity tools, web servers, file/server transfer, web forms, data collection, and database concepts.
- Proficient in Mac and PC platforms, including mobile device productivity tools.
- Advanced skills in Microsoft Office Suite, Adobe Creative Suite, Apple products, Google products, and Google Analytics.
- Great attention to all details during production, with written copy, with visual communications through photos and videos, and with emphasis on accurate copywriting and editing.
- Must be a relentless problem solver with a bias toward action, whether in gathering information and accurate details, to technical solutions for colleagues.
- Deadline, communications, and multi-task oriented.
- Ability to research, analyze and manage varied amounts of information, source missing details, and communicate with appropriate audiences effectively.
- Proficient in graphics, design, photography, and videography.
- Ability to recommend digital marketing strategies and produce accurate, timely, and current digital and content marketing copy along with graphics, photo, and video assets that provoke engagement and promote conversions.

Web and Digital Media Specialist

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- Self-motivated and self-directed with the ability to work independently at length, but also engage collaboratively with various district teams to provide thoughtful creative ideas and production support.
- Coachable and positive attitude with a willingness to grow professionally.
- Remain flexible in an ever-changing environment.

Preferred Knowledge, Skill, or Ability:

- AP Style and media relations experience
- Experience in digital content development, communications and marketing, and/or recruitment.
- Finalsite CMS or another website CMS, Adobe CS, JotForm, Final Cut Pro, iMovie, and related software.
- Experience with digital marketing, and be proficient in web, social media, and Google Analytics.
- Understanding of SEO and SEM strategies for best online positioning.
- Digital video and photography equipment and editing software.
- Experience with Canva or a similar platform for graphics production.

Reports To: Director of Communications & Community Relations

Job Goal (Purpose of Position): The Web & Digital Media Specialist is proficient in simplifying complex topics, is a technical problem solver, and is savvy in digital analytics. They also tell the MPS story using written and digital formats. The Web & Digital Media Specialist reports to the Director of Communications and serves as an important team member who supports the larger district. This position develops content marketing (brand) and digital marketing content (conversion) for use on all internal and external district communication including the district website and school pages, for district social media accounts to include video production, and providing content and assets for print publications. The person in this role must be proficient at writing and grammar, and be able to produce clear and compelling content, sometimes on tight deadlines.

The Web & Digital Media Specialist primarily focuses on the efficiency and effectiveness of the district website and school pages. They produce fresh content and provide project coordination in support of the MPS district's online presence. This person works diligently in a team-oriented, student-centric environment to deliver high-quality, relevant content, resources, and experiences online while embracing the mission and values of Moore Public Schools. This position also plays a key role in communicating with staff, students, parents, and community members to advance the MPS vision of Shaping Today's Students into Tomorrow's Leaders.

Contact with Others: An incumbent in this position has regular contact with persons inside and outside the district which requires tact and diplomacy and independent judgment such as problem-solving, and training others on the website. This position is a support function for the MPS district.