

Digital Media Strategist

Purpose Statement

The job of Digital Media Strategist supports Puyallup School District's communication and public engagement efforts by assisting in the planning, development, and implementation of online digital media content, including use of video, photography, and graphic design. They assist in the identification, development, and execution of digital communication resources (e.g., social media channels, websites, and district communications platforms) to support innovative communications plans at the district and school levels.

The Digital Media Strategist ensures consistency and quality across all districtwide communication channels and adherence to communication goals, plans, and priorities. The strategist is a multitalented member of the Communications and Public Engagement team with expertise and technical skills in videography, photography, graphic design, and website design. They have extensive experience and adaptive skills working with students, staff, and families from diverse cultures and racial and ethnic backgrounds.

Functions

- Provides insight and guidance in developing compelling video and digital engagement plans, strategies, tactics, and best practices.
- Assists in creating, writing, sourcing, and executing social media and digital communication plans that meet the district's objectives.
- Produces high quality content (written, video, photographs) for internal and external audiences across a range of digital and social media platforms.
- Interviews staff, students, families, community members, and other stakeholders for digital media content.
- Drafts engaging, compelling, and dynamic content for social networking platforms that builds and sustains meaningful connections and encourages public engagement.
- Sets up and operate video equipment for field and studio productions; shoot, edit, add graphics/animation, and other technology to assure quality finished product.
- Photographs programs, events, and activities for digital channels, print publications, and other uses.
- Maintains, analyzes, and publishes libraries of video, photos, and digital content.
- Responds to inquiries and comments received on established social media channels.
- Monitors trends in social media tools, trends and applications and appropriately apply that knowledge to increasing the effective use of social media.
- Plans and provides training to other staff on use of digital media and communication channels.
- Assists district staff from multiple sites and departments to ensure current web content and that staff are trained on website maintenance and content management systems.
- Supports webmasters for district, department, and school site webpages.
- Informs staff responsible for maintaining district or department webpages of ADA compliance issues, copyright regulations and other district policy, state, or federal legal requirements.

- Conducts website maintenance and optimization efforts including backups, SEO optimization, image and file optimization, and sitemap validation. Use other analytics/metrics to ensure optimum use of digital media channels.
- Works collaboratively with various teams and departments to meet Communications and Public Engagement strategic communication goals.
- Performs related duties as assigned.

Job Requirements and Minimum Qualifications

Required Knowledge, Skills, and Abilities:

- Research, best practices, and technical aspects of communications and community engagement.
- Social media engagement on applications, including Facebook, Instagram, Twitter, Linked In, and YouTube
- Proficiency in live stream software, including Microsoft Teams, Zoom, Facebook Live, and similar platforms.
- Project management, technical communication, and developing and executing strategic communication plans.
- Computer proficiency with Microsoft Office, Adobe Creative Suite, and other products.
- Computer proficiency in web-based design and editing.
- Educational and business technology programs, procedures and methods, computer equipment, and computer software necessary to perform required duties.
- Oral and written communication skills, including English usage, grammar, spelling, punctuation, vocabulary, composition, and skills in mathematics.
- Communications protocols and best practices when working with large and diverse audiences in an informed and respectful manner.
- Short and long-term problem-solving strategies.
- Understanding of copyright laws and ADA compliance.
- Current and emerging video and photography production procedures, best practices, methods, techniques, and terminology.
- Content management systems and other website applications.
- Professional video editing, photo editing, and design software.
- Graphic design principles and techniques.
- Public relations and communications practices, ethics, and procedures.
- Ability to multitask and manage competing priorities and timelines.
- Excellent customer service skills.
- Modern office practices, procedures, and equipment.

Required Qualifications:

Experience: Job related experience within specialized field is required. Experience in school public relations and communications. At least two years of professional experience in video production and electronic media. Social media and live streaming experience.

Education: Bachelor's degree in job related area is desired. Any combination of education/experience equivalent to a bachelor's degree with major course work in communications, public relations, marketing, or a related field and previous experience in journalism, public relations, or another communications-related area.

Responsibility

Responsibilities include working under limited supervision using standardized practices and/or methods; leading, guiding, and/or coordinating others; and operating within a defined budget. Utilization of

significant resources from other work units is routinely required to perform the job's functions. There is some opportunity to significantly impact the Organization's services.

Working Environment

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling; and significant fine finger dexterity. Generally, the job requires 70% sitting, 20% walking, and 10% standing. The job is performed under a generally hazard free environment.

Required Testing

Successful completion of required tests

Certificates & Licenses

Valid Driver's License and Evidence of Insurability

Continuing Educ./Training

Ongoing

Clearances

Criminal Justice Fingerprint Clearance

FLSA Status

Non-Exempt

Certificates & Licenses

Clearances

Criminal Justice Fingerprint/Background Clearance