



SUPPORT SPECIALIST

CONTENT CREATOR

JOB DESCRIPTION

JOB TITLE: Support Specialist - Content Creator
REPORTS TO: Director of Human Resources | Communications
LOCATION: Education Support Services

FLSA STATUS: Exempt
PAY GRADE: SAT 08
DAYS: 260
JOB ID & DATE: SAT-26, August 2023

JOB PURPOSE SUMMARY

The Communications Content Creator will play a crucial role in shaping and conveying our brand's story and messaging to both internal and external stakeholders. This individual will be responsible for creating, editing, and curating various types of content to drive engagement, build our brand reputation, and effectively communicate with our target audience.

REQUIREMENTS

Education Level Details

Bachelor's degree in marketing, communications or related field.

License / Certification / Language Required

Bilingual speaking preferred (English and Spanish)

Work Experience Required

Two years working in marketing, communications, video production, graphic design and, producing and streaming events and/or meetings

Experience with video production, photography skills and web publishing tools

Other Skills and Abilities Required.

Proficiency in content management systems (CMS), social media platforms, and content analytics tools.

Basic graphic design skills and familiarity with design software (e.g., Adobe Creative Suite)

Excellent project management and organizational skills.

Ability to work effectively in a fast-paced and collaborative team environment.

Strong attention to detail and a creative mindset.

KEY FUNCTIONS, ESSENTIAL DUTIES AND RESPONSIBILITIES

General

- Develop engaging, informative, and creative content for various communication channels, including social media, blogs, newsletters, website, and press releases.

- Generate written and visual content such as articles, infographics, videos, and other multimedia assets.
- Collaborate with other teams to gather information and insights for content development.
- Assist in developing and implementing a comprehensive content strategy that aligns with Adams 14 marketing and communication objectives.
- Conduct research to identify industry trends and competitors to ensure our content remains relevant and competitive.
- Review and edit content for accuracy, clarity, grammar, and adherence to brand guidelines.
- Ensure all content complies with legal and regulatory requirements.
- Create and manage a content calendar for social media platforms.
- Monitor social media channels and engage with the online community, responding to comments and messages when appropriate.
- Work with design and creative teams to develop visual content that complements written materials.
- Track the performance of content using relevant tools and metrics.
- Provide regular reports on content engagement and adjust strategies accordingly.
- Records, streams, produces and directs Adams 14 Board of Education meetings.
- Produces various special projects as assigned.
- Collaborate on marketing strategies to promote content effectively.

Special Projects

- Films, edits, and produces video stories for special events.
- Provide training to staff in relations to communication platforms (website, social media, etc).
- Support Community Engagement Assistants and Specialists.

Other

- Perform other duties as assigned.

SUPERVISORY RESPONSIBILITIES

None

PHYSICAL REQUIREMENTS/WORKING CONDITIONS

The physical demands, work environment factors and mental functions described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job.

Physical Demands: While performing the duties of this job, the employee is occasionally required to stand, climb or balance, stoop, kneel, crouch, or crawl. The employee must regularly lift and/or move up to 40 pounds. Employee must be able to set-up and run a video camera and operate a streaming computer.

Work Environment: While performing the duties of this job, the employee will work primarily in a usual office or school environment. The position may require the employee to work evenings and weekends. The individual must be able to work remotely in the event of a district shut-down or other situation.

Mental Functions: May work prolonged or irregular hours and must be able to maintain control under stress. While performing the duties of this job, the employee is regularly required to communicate, compare, analyze, coordinate, instruct, evaluate, and use interpersonal skills. Occasionally required to compile, copy, compute and negotiate.

Employee Printed Name: _____ Employee ID Number: _____

Signature: _____ Date: _____