

## 27J SCHOOLS EXEMPT POSITION JOB DESCRIPTION

**Job Title:** Digital Communications Specialist  
**Date Prepared or Last Modified:** February 2019, Reviewed 11/2020  
**Work Year:** 260 Paid Days  
**Department:** Superintendent's Office  
**Reports To:** Public Information Officer

**SUMMARY:** Direct, develop, implement and evaluate comprehensive communications projects and initiatives. Provide communications advice and counsel to Public Information Officer and district and school leadership. Direct and manage assigned communications platforms and functions.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

- D 25% Direct, develop, implement and evaluate comprehensive communications projects and initiatives. In support of the district's strategic marketing plan, identify target audience, tone and purpose of each publication. Provide creative direction for district publications by applying knowledge of graphic elements and pre-press skills to create artwork that maximizes the effectiveness and attractiveness of print and electronic publications.
- D 15% Supports school, departmental and program staff in developing and implementing communication strategies for programs and events through collaboration with other members of the communications department. Oversees and advises on school-to-parent communication initiatives and efforts. Manages and provides technical support for the school-based use of digital communication tools and platforms, including the District website, Peachjar, InTouch/Blackboard Mass Notifications, and social media.
- D 15% Responsible for maintaining 27J website and connected tools and platforms. Ensures site is functioning properly and is available to users. Regulates and manages access rights of different users on website. Trains various department and school-based site editors. Ensures district and school-based editors are improving the accessibility of their respective content areas. Establishes and provides oversight of Web standards to maintain a consistent "look and feel" across all district and school content-managed sites. Provides advice, problem resolution and support to all Web publishers and departments in the district. Oversees the monitoring of webmaster email and ensure all webmaster mail receives a timely and complete response.
- D 15% Implement and evaluate the district's social media strategy to include content strategy, developing brand awareness and generating inbound traffic. Responsible for developing clear objectives, great visual content, and a sound engagement strategy. Charged with converting fans/followers into brand champions and advocates for the district and its schools.
- D 5% Implement and monitor graphic standards in support of a clear and consistent brand for the district. Research new methods and learn new technologies to keep the district's marketing and communications efforts on the cutting edge.
- D 10% Use software to produce professional print and electronic materials of large-volume and high-distribution to be delivered district-wide and throughout the community. Integrate typography, photography, graphics and color schemes into an effective design and layout. Shoot photographs for use in the district's strategic print and electronic publications. Communicate on timelines and progress.
- D 5% Analyzes written copy to ensure it reflects the appropriate tone and purpose of each publication. Writes and edits copy in support of the district's communications/marketing initiatives.
- D 3% Assists Public Information Officer during district and school crisis situations, writes web and social media postings, email communications, and other information to parents, students, staff and media outlets. Assists with publishing of information about school closures due to weather and/or other factors.
- D 2% Serves as back-up for the Public Information Officer. At the discretion of the Public Information Officer, serve as spokesperson for district.

Ongoing 5% Performs other duties as assigned.

*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.*

**EDUCATION AND TRAINING:** Bachelor's degree or equivalent experience in Communications, Graphic Design, Marketing, Advertising or related field.

**EXPERIENCE:** Over 4 years' experience in communications, marketing, graphic design, web management and social media.

**SKILLS, KNOWLEDGE, & EQUIPMENT:** Advanced design skills, knowledge of social media and websites, understand best practices regarding the creation of web-based content and how to structure the online content, oral and written communication skills, interpersonal relations skills, customer service and public relations skills, critical thinking and problem solving skills, ability to collaborate with staff on various projects, personal computer and keyboarding skills, ability to manage multiple short- and long-term projects. Knowledge of Adobe Creative Suite, Website management, and Social Media. An awareness of and attention to emerging digital communication tools and platforms.

**CERTIFICATES, LICENSES, & REGISTRATIONS:** Must possess a valid Colorado driver's license.

**SUPERVISION/TECHNICAL RESPONSIBILITY:** This position does not directly supervise other employees. However, the Digital Communications Manager may be called on as a resource for various communications issues and has oversight of other employees' functions pertaining to projects and initiatives managed by the DCM.

**JUDGMENT AND DECISION:** This position's work will be assigned by Public Information Officer based on needs and relevance to the skill specialties of the position.

**UNIVERSITY OF DUTIES:** Must use sound judgement when posting information online through social media outlets and via the SD 27J website. Ability to take ideas proposed by others and create visually stimulating marketing materials.

*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 DEMANDS:** While performing the duties of this job, the employee is regularly required to sit, use hands and fingers, to talk or hear and taste or smell. Frequently required to lift up to 25 pounds. Occasionally required to stand, walk, sit, reach, climb or balance, and stoop, kneel, crouch or crawl.

**WORK ENVIRONMENT:** The employee is occasionally required to work in outdoor weather conditions.

**MENTAL FUNCTIONS:** While performing the duties of this job, the employee will regularly be required coordinate, compile, synthesize and evaluate information. Strong interpersonal skills will be required on a daily basis.