

CLASSIFIED JOB DESCRIPTION

WEB CONTENT MANAGER/GRAPHIC MEDIA SPECIALIST

JOB SUMMARY:

Under the leadership of the Communications Officer, the Web Content Manager/Graphic Media Specialist implements the goals, objectives, and activities of the District's Office of Communications. The Specialist is responsible for the development, programming, testing, implementation, and maintenance of school and District websites and mass communications platforms. The specialist uses creativity and innovation to execute, measure, and assist with branding and marketing initiatives; continuously researches ways to use and leverage digital media to deepen parent engagement and District relationships and connectivity with internal and external stakeholders; and assists in carrying out activities that strengthen District communications, marketing, and public relations.

ESSENTIAL JOB FUNCTIONS:

Website Content Management

- Perform responsible and complex work involving judgment and initiative to analyze and design web-based applications, refresh the appearance, modify and update the content, and develop new features for the District's and school site websites.
- Assist in the development and implementation of website projects, confer with users to determine website pages and development needs, and evaluate and respond to requests for website additions, solutions, and revisions.
- Ensures the District and school site websites align with brand standards and reflect the organization's vision and values.
- Administer rights as needed to appointed web representatives and ensure adherence to District procedures and performs quality assurance checks on content and links.
- Creates, edits, and integrates graphics, text, video, and audio for District and school websites.
- Leads, manages, and creates solutions to support departments and school sites with the development and management of all websites, including training and how-to support guides.
- Uses web content management systems to analyze website usage and analytics; website accessibility compliance.
- Researches best practices for website functionality and accessibility and collaborates with other departments as necessary to ensure broad involvement in meeting the communication needs of stakeholders.

Branding

- Takes a lead role in working with school sites to assist with brand development and marketing as needed.
- Assists in the production of publications (e.g., brochures, letters, presentations, flyers, etc.) for the purpose of ensuring ease of understanding, accuracy, and readability before

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distribution of internal and external communications.

- Creates infographics, advertisements, and other graphics/illustrations that enhance understanding of educational goals, objectives, and priorities; develops District and departmental logos and artwork suitable for print and electronic formats.

Other

- Assists in implementing long and short range strategic communication plans to engage diverse audiences in more than one language.
- Assists with sending out mass communication to stakeholders.
- Attends district and school site events as needed to take photos and/or videos.
- community and public agency meetings as required (e.g., workshops, seminars, conferences, etc.) to gather information regarding a variety of education and related subjects.
- Performs other related duties, as assigned, to ensure an efficient, collaborative, and effective work environment.

ESSENTIAL JOB REQUIREMENTS - QUALIFICATIONS:

- A strong background in Content Management System's to include web system design and maintenance strategies including editing, publishing, and modifying web content.
- A strong background in graphic design, branding, and marketing.
- A strong customer service attitude.
- A strong knowledge in the theory and practice of web programming languages, and web design applications.
- Interpersonal skills needed to foster effective and cooperative working relationships with staff at school sites and the District office.
- Presentation, organizational, interpersonal, and principles of training and work direction skills.
- Correct English usage, grammar, spelling, punctuation, and vocabulary.

EDUCATION AND EXPERIENCE

High school diploma or equivalent is required. An Associate's or Bachelor's degree is preferred, with coursework in graphic arts, digital media, web design, and/or video production strongly desired. Minimum of two (2) years of experience working in communications, graphic design, marketing, or a related field. Any other combination of training and experience that would provide the required skills, knowledge, and abilities necessary for this position may be considered.

Classified Salary Schedule: Range 48

BOARD APPROVED: 08/09/23

REVISION DATES: