

CLASSIFIED JOB DESCRIPTION

DIGITAL MEDIA SPECIALIST

JOB SUMMARY:

Under the leadership of the Director of Communications and Community Development, the Digital Media Specialist implements the goals, objectives, and activities of the District's Office of Communications and Community Development. The Specialist supports District initiatives and contributes to the development, oversight, and maintenance of the District's internet presence; uses creativity and innovation to execute, measure, and help report on social media strategies; 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:

- Responsible for development, maintenance, oversight, and monitoring of District internet presence (e.g., ensuring the District website is inviting, informative, and viewer-friendly, etc.); ensures the website conveys an image of the District that is progressive and reflects the organization's vision and values.
- Works with Information Technology in the development and support of District-specific applications ("apps") to increase student, parent, and staff connectivity and communication.
- Utilizes and keeps current with Social Media, District parent notification systems, and other technology tools that engage community members, parents, and staff; assists schools in building or reclaiming official school pages in social media.
- Helps provide training and support to schools and departments on District-adopted platforms for web and social media communications, including development of videos and/or podcasts to support training objectives.
- Researches best practices for website functionality and accessibility, and collaborates with Information Technology and other departments as necessary to ensure broad involvement in meeting the communication needs of stakeholders.
- Assists in implementation of long- and short-range Strategic Communication plans for the purpose of engaging diverse audiences in more than one language.
- Assists in the production of publications (e.g., brochures, letters, presentations, flyers, etc.) for the purpose of ensuring ease of understanding, accuracy, and readability prior to 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.
- Attends community and public agency meetings as required (e.g., workshops, seminars, and conferences, etc.) for the purpose of gathering information regarding a variety of education and related subjects.
- Performs other related duties, as assigned, for the purpose of ensuring an efficient, collaborative, and effective work environment.
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ESSENTIAL JOB REQUIREMENTS - QUALIFICATIONS:

- A strong customer service attitude.

- Competency in the theory and practice of implementing and supporting computer operating systems, application software, and other information technology systems.
- Competency in the theory and practice of web programming languages, and web design applications.
- Interpersonal skills needed to foster effective and cooperative working relationships with technical support staff at school sites and the District office.
- Ability to effectively communicate with nontechnical staff regarding the use of their assigned computer hardware and software, to isolate and resolve problems in the operation of District technology, to document work required and work completed, and to work effectively on teams or in carrying out individually assigned tasks.

EDUCATION AND EXPERIENCE

High school diploma or GED 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 42
BOARD APPROVED: 2/17/16
REVISION DATES: 7/17/23
08/09/2023