

CENTRAL UNIFIED SCHOOL DISTRICT

POSITION DESCRIPTION

Position: Digital Communications
and Social Media Clerk
Reports to: Communications and Public Relations Officer

Classification: Classified
FLSA: Non-Exempt
Range: Classified Salary Schedule 22

EDUCATION AND EXPERIENCE

Any combination equivalent to: high school diploma required; associate of arts degree or equivalent college course work (preferred) Experience in social media, digital media, digital communications, journalism and media relations preferred.

SUMMARY

Under the direction of Communications and Public Relations Officer, support and assist in the maintenance of district websites, and assist in the production of a wide variety of pictorial, graphic and related print materials. Assist in the dissemination of information to the public, to enhance the image of the district and foster community support for district programs or initiatives. Coordinate with the Communications and Public Relations Officer on the digital and print distribution of pertinent District information to administrators, employees, community at-large and the media regarding District programs, policies, events, and initiatives. Will work closely and assist the Communications and Public Relations Officer to implement special district programs, reports, and events scheduled throughout the year.

SPECIFIC RESPONSIBILITIES

1. Maintain up-to-date Central Unified School District webpages, web applications and social media outlets.
2. Assure accurate and timely dissemination of information. Assist in the maintenance of the district calendar and communicate regularly with all schools to update the calendar each week on the district website. Collect, compile, and maintain a current listing of district activities and projects.
3. Communicate with a variety of users requesting content published in Web format.
4. Create and edit text, graphics, animation, audio, and video files and place on Web servers; convert files between various formats, including word processing, spreadsheet, Adobe PDF, Audio and Video, HTML.
5. Participate in a variety of work groups, committees, and task forces to design, develop and implement web-based applications and other media to communicate the District's programs, objectives, vision and mission.
6. Assist and support in the development of the following; handbooks, calendars, newsletters, brochures, correspondence and memoranda; assist the Communications and Public Relations Officer in coordinating and preparing media alerts, press releases and advisories; design and produce camera-ready artwork for newsletters, brochures and special events.
7. Serve as a resource to District administrators and staff and provide information related to strategic communications and public relations.
8. Maintain updated professional skills that are consistent with current Technology Services technology.
9. Assist and support the Communications and Public Relations Officer, to assist in the planning and distribution of information to the District Board of Trustees, District administrators, employees, the public and media regarding the District programs, policies, events, efforts and related District information.

10. Design flyers, notices, newsletters and other publications using desktop publishing software. Assist and support with district communications venues. (E-chalk, Peachjar, Grapevine, What's the Buzz, Dedications and Annual Report to the Community).
11. Work directly with the Communications and Public Relations Officer to host community meetings with targeted groups as it pertains to policy changes within the district or governing board issues that impact the community at-large.
12. Assist with the operation of internal and external recognition programs and District and Board recognitions.
13. Assist as additional clerical support when needed in the Superintendent's office.
14. Perform related duties as assigned.

SPECIFIC QUALIFICATIONS

Should possess personal qualifications recognized as essential for good public employees including integrity, initiative, dependability, courtesy, good judgment, maintain confidentiality and ability to work cooperatively with others.

KNOWLEDGE OF:

Public relations and communications practices and procedures.

Operation of a computer and assigned software.

Web and print graphic design.

Writing and presentation development skills.

Social media, including but not limited to mobile application technology, blogs, Facebook, twitter, etc.

Correct English usage, grammar, spelling, punctuation and vocabulary.

Oral and written communication skills.

Microsoft business applications for Windows such as Office and Outlook.

The current versions of Microsoft Windows operating systems Desktop publishing, spreadsheet,

Adobe Photoshop, Illustrator, InDesign, Acrobat Pro, PowerPoint,

Image scanning and manipulation.

Interpersonal skills using tact, patience and courtesy.

Modern office practices, procedures and equipment.

PHYSICAL ABILITIES

Office environment, driving a vehicle to conduct work.

Sitting or standing for extended periods of time; hearing and speaking to exchange information and make presentations; reaching overhead, above the shoulders and horizontally, bending at the waist or kneeling to retrieve supplies or other materials.

Contact with dissatisfied or abusive individuals.