Job Description
MOORE PUBLIC SCHOOLS

Job Title: **Web and Digital Media Specialist**

Qualification

Credentials: Job experience in the field of public relations, journalism, communications, or related fields preferred.

Education: Bachelor's degree in public relations, mass communications, journalism, graphic design, or a related field.

Training or Experience Required: Three (3) years of experience in the area of assignment; or an equivalent combination of education and experience sufficient to successfully perform the job's essential duties.

Special Skills, Knowledge, Abilities:

- Must maintain extreme professionalism and maintain confidentiality of sensitive information, and in handling and securing organization-based information, with a high ability to use discretionary judgment.
- Excellent research, copywriting, and editing skills for business, social media, and for media.
- Ability to work under pressure and on production deadlines.
- An in-depth knowledge of analytics-based measurement of social media platforms and tools, including Facebook, Instagram, Twitter, LinkedIn, SproutSocial, and JotForm.
- Knowledge of file management, cloud-based productivity tools, web servers, file/server transfer, web forms, data collection, and database concepts.
- Proficient in Mac and PC platforms, including mobile device productivity tools.
- Advanced skills in Microsoft Office Suite, Adobe Creative Suite, Apple products, Google products, and Google Analytics.
- Great attention to all details during production, with written copy, with visual communications through photos and videos, and with emphasis on accurate copywriting and editing.
- Must be a relentless problem solver with a bias toward action, whether in gathering information and accurate details, to technical solutions for colleagues.
- Deadline, communications, and multi-task oriented.
- Ability to research, analyze and manage varied amounts of information, source missing details, and communicate with appropriate audiences effectively.
- Proficient in graphics, design, photography, and videography.
- Ability to recommend digital marketing strategies and produce accurate, timely, and current digital and content marketing copy along with graphics, photo, and video assets that provoke engagement and promote conversions.

- Self-motivated and self-directed with the ability to work independently at length, but also engage collaboratively with various district teams to provide thoughtful creative ideas and production support.
- Coachable and positive attitude with a willingness to grow professionally.
- Remain flexible in an ever-changing environment.

Preferred Knowledge, Skill, or Ability:

- AP Style and media relations experience
- Experience in digital content development, communications and marketing, and/or recruitment.
- Finalsite CMS or another website CMS, Adobe CS, JotForm, Final Cut Pro, iMovie, and related software.
- Experience with digital marketing, and be proficient in web, social media, and Google Analytics.
- Understanding of SEO and SEM strategies for best online positioning.
- Digital video and photography equipment and editing software.
- Experience with Canva or a similar platform for graphics production.

Reports To: Director of Communications & Community Relations

Job Goal (Purpose of Position): The Web & Digital Media Specialist is proficient in simplifying complex topics, is a technical problem solver, and is savvy in digital analytics. They also tell the MPS story using written and digital formats. The Web & Digital Media Specialist reports to the Director of Communications and serves as an important team member who supports the larger district. This position develops content marketing (brand) and digital marketing content (conversion) for use on all internal and external district communication including the district website and school pages, for district social media accounts to include video production, and providing content and assets for print publications. The person in this role must be proficient at writing and grammar, and be able to produce clear and compelling content, sometimes on tight deadlines.

The Web & Digital Media Specialist primarily focuses on the efficiency and effectiveness of the district website and school pages. They produce fresh content and provide project coordination in support of the MPS district's online presence. This person works diligently in a team-oriented, student-centric environment to deliver high-quality, relevant content, resources, and experiences online while embracing the mission and values of Moore Public Schools. This position also plays a key role in communicating with staff, students, parents, and community members to advance the MPS vision of Shaping Today's Students into Tomorrow's Leaders.

Contact with Others: An incumbent in this position has regular contact with persons inside and outside the district which requires tact and diplomacy and independent judgment such as problem-solving, and training others on the website. This position is a support function for the MPS district.

Performance Expectations: It is essential that the incumbent uses creativity, initiative, and effective problem-solving in developing news releases, written publications, and other information. The incumbent/employee will need to (A) Be customer-focused to resolve problems effectively. (B) Manage information and communications with staff and the public effectively. (C) Demonstrate leadership by being a good role model to reinforce productive and customer-focused behavior; use creativity, innovation, and initiative to identify solutions to problems. (D) Be a team player with co-workers, subordinates, other managers, and community leaders to accomplish district objectives or goals.

Essential Job Functions (Performance Responsibilities):

- Assists the Communications Director to implement effective external and internal communication strategies to improve awareness, strengthen support, and build confidence in MPS.
- Assists in planning and implementing the district's marketing and communications plan.
- Shares the responsibility of protecting the MPS logo and brand, adhering to and helping others utilize the MPS Brand Guidelines.
- Has the responsibility of auditing the district website and school webpages for ADA Compliance, active links, outdated content, and for visitor usability.
- Assist school webmasters with Finalsite technical assistance and support tickets.
- Shares the responsibility of being a district story-telling expert.
- Produces content for social media and the district's website including written copy, videos, and photos to help meet the district’s internal and external communication goals.
- Collaborates with district departments to create and distribute timely and critical information to promote internal and external campaigns for recruitment, retention, and for special programs and events.
- This position serves as the point of contact with the district's web service provider for technical support and resolving support tickets.
- Researches and remains current on communication tools and technology including Finalsite (web) CMS, Google Analytics, social media tools, and analytics, and updates personal skills in photography and video production.
- Continually reviews analytics for the district's social media, website visitors, and video channel visitors and adjusts content and posts based on data findings.
- Updates annual online data and/or reports required by the Oklahoma State Department of Education.
- Builds new web pages with supporting content for programs, divisions, and/or events.
- Works with the director to provide school site and/or department creative and production support for promotional campaigns.
- Works with Communications Director to push inclement weather and alert notifications on social media and the district website.
- Plans and maintain a comprehensive social media calendar and presence that informs and engages district audiences.

- Produces photos and videos of students in school buildings to build up the district's library.
- Produces graphics for social media and the district website.
- Assembles a quarterly web-based internal email newsletter from existing content.
- Coordinates site submissions, and when possible, supports school sites as a videographer and photographer, covering events and programs to promote on social media and site websites.
- Assists the Communications Director with media interviews at school sites.

Supervision exercised: None

Physical/Mental Requirements and Working Conditions:

This is an office job with few if any, physical/mental requirements other than those included in the essential functions. This position may, on occasion, be required to lift and transport various equipment.

TERMS OF EMPLOYMENT: 214 Days. Set by Board.

EVALUATIONS: The performance of the job will be evaluated annually in accordance with the provisions of Board policy.

Approved 06-29-2023