Poudre School District

HUMAN RESOURCES DEPARTMENT

JOB DESCRIPTION

Job Title:	**Digital Content & Social Media Manager**	FLSA Status:	**Exempt**
Job Family:	**Support Services**	Pay Range:	**SS30Y**
Prepared/Revised Date:	**February 7, 2025**	Job Code:	**35312**

SUMMARY: Responsible for managing the district's social media presence and creating engaging digital content to tell the district's story. This role collaborates with schools and departments to highlight achievements and enhance community engagement through innovative storytelling.

ESSENTIAL DUTIES AND RESPONSIBILITIES: *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. Frequency of duties, percent of time and work year may vary based on department or building assignment. This job description is not intended to be all inclusive and the employee will also perform other reasonably related duties as assigned by the supervisor.*

1. Develop and execute a comprehensive district-wide social media and digital engagement strategy aligned with organizational goals, ensuring brand consistency and maximizing audience engagement.
2. Oversee the development of high-impact digital campaigns, including live streaming, interactive media, and emerging content formats to engage diverse audiences.
3. Collaborate with schools and departments to identify, develop, and share stories that showcase student and staff achievements.
4. Lead professional development and training for school-based content managers and district staff to ensure a consistent, high-quality brand presence across all digital platforms.
5. Analyze social media analytics and audience insights to guide district-wide communication strategies, optimize content performance, and measure engagement impact using advanced digital analytics tools.
6. Stay informed of digital media trends and best practices to enhance the district's online presence.
7. Perform other duties as assigned.

EDUCATION AND RELATED WORK EXPERIENCE:

- Bachelor's degree in communications, digital media, or a related field
- Four years of experience in social media management and digital content creation
- Equivalent combination of education and experience acceptable

LICENSES, REGISTRATIONS or CERTIFICATIONS:

- Criminal background check required for hire

TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:

- Expertise in social media management software (e.g., Sprout Social, Hootsuite, Meta Business Suite), paid digital advertising, SEO, and AI-driven content strategies.
- Strong understanding of social media analytics tools and data interpretation to optimize campaigns.
- Experience in reputation management, crisis communication, and rapid response messaging for social media in a professional setting.
- Proficiency in video production, motion graphics, and interactive media design using Adobe Creative Suite, Final Cut Pro, or equivalent.
- Expertise in multimedia content creation, including short-form videos, graphics, and animations.
- Knowledge of digital accessibility standards to create inclusive content.
- Ability to adapt messaging and visuals for diverse audiences.
- Creativity and storytelling skills to enhance community engagement.
- Strong organizational skills to manage a content calendar and coordinate with multiple stakeholders.
- English and Spanish language skills preferred
- Outstanding interpersonal skills
- Ability to manage multiple priorities and tasks with frequent interruptions
- Ability to work as a team player in a fast-paced environment
- Customer service and public relations skills
- Organizational, planning and time-management skills
- Ability to maintain honesty and integrity in all aspects of the job
- Ability and willingness to adhere to attendance requirements, including regular and punctual employee presence
- Ability to promote and follow Board of Education policies, District policies, administrative guidelines and building and department procedures
- Ability to communicate, interact and work effectively and cooperatively with people from diverse ethnic and educational backgrounds
- Ability to recognize the importance of safety in the workplace, follow safety rules, practice safe work habits, utilize appropriate safety equipment, and report unsafe conditions to the appropriate administrator

MATERIALS AND EQUIPMENT OPERATING KNOWLEDGE:

- Operating knowledge of and experience with personal computers and peripherals
- Operating knowledge of and experience with Adobe Creative Suite/Photoshop/Lightroom, Microsoft suite (Word, PowerPoint) and various social media platforms (including but not limited to Facebook, Twitter, Instagram, etc.)
- Operating knowledge of and experience with standard office equipment, such as telephones, copier, fax machine, E-mail, etc.

REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:

	POSITION TITLE	# of EMPLOYEES
Reports to:	Executive Director of Communications	
Direct reports:	This job has no direct supervisory responsibilities.	

STANDARD PHYSICAL DEMANDS & WORKING CONDITIONS: *Poudre School District is committed to the full inclusion of all qualified individuals. As part of this commitment, Poudre School District will ensure that qualified individuals with disabilities are provided reasonable accommodations. If reasonable accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please contact ada@psdschools.org.*

PHYSICAL ACTIVITIES:	**Amount of Time**			
	None	**Under 1/3**	**1/3 to 2/3**	**Over 2/3**
Stand		X		
Walk		X		
Sit				X
Use hands to finger, handle or feed		X		
Reach with hands and arms		X		
Climb or balance	X			
Stoop, kneel, crouch, or crawl	X			
Talk				X
Hear				X
Taste	X			
Smell	X			

WEIGHT and FORCE DEMANDS:	**Amount of Time**			
	None	**Under 1/3**	**1/3 to 2/3**	**Over 2/3**
Up to 10 pounds		X		
Up to 25 pounds	X			
Up to 50 pounds	X			
Up to 100 pounds	X			
More than 100 pounds	X			

MENTAL FUNCTIONS:	**Amount of Time**			
	None	**Under 1/3**	**1/3 to 2/3**	**Over 2/3**
Compare			X	
Analyze			X	
Communicate				X
Copy		X		
Coordinate			X	

MENTAL FUNCTIONS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Instruct		X		
Compute		X		
Synthesize		X		
Evaluate		X		
Interpersonal Skills				X
Compile			X	
Negotiate		X		

WORK ENVIRONMENT:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or humid conditions (non-weather)	X			
Work near moving mechanical parts	X			
Work in high, precarious places	X			
Fumes or airborne particles	X			
Toxic or caustic chemicals	X			
Outdoor weather conditions		X		
Extreme cold (non-weather)		X		
Extreme heat (non-weather)		X		
Risk of electrical shock	X			
Work with explosives	X			
Risk of radiation	X			
Vibration	X			

VISION DEMANDS:	Required
No special vision requirements.	
Close vision (clear vision at 20 inches or less)	X
Distance vision (clear vision at 20 feet or more)	X
Color vision (ability to identify and distinguish colors)	X
Peripheral vision	X
Depth perception	X
Ability to adjust focus	X

NOISE LEVEL:	Exposure Level
Very quiet	
Quiet	
Moderate	X
Loud	

NOISE LEVEL:	Exposure Level
Very Loud	