



DIGITAL MEDIA SPECIALIST

Classification: Professional-Technical Level 2

Location: District Office

Reports to: Communications Director

FLSA Status: Exempt

Employee Group: Professional-Technical

The job description does not constitute an employment agreement between the district and employee and is subject to change by the district as the needs of the district and requirements of the job change.

Part I: Position Summary

Responsible for leading the digital aspects of the district's digital media communications programs. Coordinates various aspects of planning and executing digital communications programs, projects, and initiatives, and strategic communications.

Part II: Supervision and Controls over the Work

The digital media specialist serves under the direction of the director of communications. The specialist is assigned general areas of responsibility and receives project and special assignments from the director. Performance is evaluated for professional quality, timeliness, compliance with district policies and procedures, and meeting the directions and expectations of the manager.

Part III: Major Duties and Responsibilities

Duties may include, but are not limited to:

1. Develops content for the district's communications platform, website, social media, e-newsletters, including field reporting and photography (still and video).
2. Responsible for social media management: YouTube, Facebook, Twitter, Instagram, Next Door, and the investigation and expansion into other relevant social mediums.
3. Supports schools' social media through archiving, training, and troubleshooting.
4. Creates content such as graphics, still images, slide shows, videos, animation, music, etc. to enhance digital experience for users.
5. Clears copyright for use of existing or intended content and music.
6. Maintains a district/school website style guide and content management procedures.



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7. Performs strategic communications by responding as part of a team to districtwide incidents and crisis situations as needed.
8. Supports district initiatives and ballot measures by producing new content that highlights district pursuits such as new curricula, programs, professional development, school construction, and student success.
9. Maintains sections of the district's website and collaborates with other district staff to support content management of school and department pages on the district website.
10. Coordinates with communications platform vendors for product updates and training. Support school and district staff with using these platforms and other digital tools; provide training, as requested.
11. Develops social media-based campaigns and strategies to enhance and extend community engagement efforts.
12. Photographs and/or videos school and district events for use in district print and digital communications.
13. Manages district social media coverage.
14. Supports the administration of district surveys, including developing questions, analyzing results, and summarizing feedback from multiple audiences.
15. Maintains knowledge of current school public relations trends and technology.
16. Represents the district as needed as part of the district's communications staff and occasionally serve as backup for other Communications staff as needed.

Performs other duties as assigned.

Part IV: Minimum Qualifications

1. Must have successful experience in working with culturally diverse families and communities, or have otherwise demonstrated a commitment to strengthening engagement of a diverse community and skill in communicating with a diverse population.
2. Associate's degree in communications, journalism or directly related fields.
3. Minimum of two years of progressively responsible experience in public relations and communications.



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4. Strong understanding of successful customer service and ability to establish and maintain effective relations with patrons and staff.
5. Extremely effective oral and written communications and presentation skills; strong analytical ability, and the ability to prepare efficient and effective communications.
6. Ability to use office technology and publishing software.
7. Ability to work both independently and cooperatively.
8. Ability to organize work, set priorities, and meet deadlines.

Part V: Desired Qualifications

1. Experience in a public employment or non-profit environment (Preferable in education).

Part VI: Physical and Environmental Requirements of the Position

The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit, talk, lift, bend, carry, move about, hear and speak. Employee may be required to perform extensive work at a computer display terminal.

The employee must lift and move 25 to 50 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.