Digital Media Specialist

Purpose

The job of Digital Media Specialist is done for the purpose/s of developing, implementing, and identifying strategies in communicating with various stakeholders; creating and managing digital-related projects; maintaining web-related media and updating existing communication platforms; promoting a positive district image; assisting in the facilitation of positive marketing campaigns, special events, and fundraising efforts; creating positive internal and community relations by preparing publications; and serving as a leader of the district website. This job reports to Public Relations Officer.

Essential Functions

- Communicates with various stakeholders as directed for the purpose of informing and/or presenting information through various mediums (e.g. manual and electronic presentations, printed publications, emails, web pages, video, blogs, TV spots, etc.) in compliance with district vision, goals, and objectives.

- Compiles data from a wide variety of sources for the purpose of analyzing issues, ensuring compliance with various policies and procedures (e.g. ADA, FERPA, FOIA, non-discrimination statements, etc.), monitoring program components, updating the district website, and preparing for print or distribution.

- Consults with appropriate departments (e.g. internal/external communications; production of publications and presentation materials, etc.) for the purpose of ensuring compliance with local, state and federal policies and procedures.

- Coordinates district events (e.g. Teacher of the Year and academic award banquets, annual teacher recruitment fair, school ceremonies, etc.) for the purpose of recognizing exemplary achievements and/or promoting excellence in education.

- Designs electronic and printed media products (e.g. websites, publications, newsletters, booklets, directories, calendars, brochures, posters, presentations, etc.) for the purpose of communicating and promoting a positive district image.

- Manages photography and video projects (e.g. planning, creating, producing, and editing district publications, online media, and other visual communication channels, etc.) for the purpose of supporting district vision, goals, and objectives.

- Prepares a wide variety of materials (e.g. district publications, newsletters, web sites, booklets, staff directory, planners, calendars, brochures, posters, etc.) for the purpose of creating aesthetic materials for presentation and/or distribution, providing support materials for requested actions, and meeting compliance requirements.

- Produces videos, as requested, (e.g. story bridging, scripting, filming, editing, etc.) for the purpose of creatively promoting and communicating district goals and objectives.

- Researches trends (e.g. education policies/procedures; economic/cultural issues; computer/software and facilities technologies; layout/design of publications, etc.) for the purpose of obtaining knowledge on current issues and advancement practices in relation to website development, compliance, digital design, and communication strategies.

- Serves as a leader of the district website with daily operations (e.g. website management, operations, references, content development and resource, etc.) for the purpose of maintaining up-to-date and efficient and effective website communications within district and federal guidelines and objectives (ADA, FERPA, FOIA, non-discrimination statements; board reports, staff directory, media releases, department resources and information, meeting notices, calendar updates, etc.).
Other Functions

- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

SKILLS are required to perform multiple, technical tasks with a need to occasionally upgrade skills in order to meet changing job conditions. Specific skill based competencies required to satisfactorily perform the functions of the job include: website support and operations (WordPress preferred); demonstrated excellence in writing and content development skills; operating standard office equipment; planning and managing projects; preparing and maintaining accurate data; using pertinent software applications; operating photographic audiovisual equipment; and analytical and high degree of technical and artistic creativity in graphic design.

KNOWLEDGE is required to perform algebra and/or geometry; read technical information, compose a variety of documents, and/or facilitate group discussions; and analyze situations to define issues and draw conclusions. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: concepts of grammar and punctuation; safety practices and procedures; principles of copy writing, layout work, photography, video production, graphics, and desktop publishing; digital photo editing; web and print design; and techniques and methods of special events planning.

ABILITY is required to schedule a number of activities, meetings, and/or events; routinely gather, collate, and/or classify data; and consider a variety of factors when using equipment. Flexibility is required to work with others in a wide variety of circumstances; analyze data utilizing defined but different processes; and operate equipment using a variety of processes. Ability is also required to work with a significant diversity of individuals and/or groups; work with data of varied types and/or purposes; and utilize a variety of types of job-related equipment. Problem solving is required to analyze issues and create action plans. Problem solving with data frequently requires independent interpretation of guidelines; and problem solving with equipment is moderate to significant. Specific ability based competencies required to satisfactorily perform the functions of the job include: adapting to changing work priorities; communicating with diverse groups; maintaining confidentiality; meeting deadlines and schedules; setting priorities; working independently; working with detailed information/data; working with frequent interruptions; writing clearly and effectively in a variety of journalistic styles; researching new service delivery methods, procedures, and techniques; exercising good judgment, flexibility, creativity, and sensitivity in response to changing situations and needs.

Responsibility

Responsibilities include: working under limited supervision using standardized practices and/or methods; leading, guiding, and/or coordinating others; operating within a defined budget. Utilization of resources from other work units is often required to perform the job's functions. There is some opportunity to significantly impact the organization's services.

Work Environment

The usual and customary methods of performing the job's functions require the following physical demands: occasional lifting, carrying, pushing, and/or pulling, some stooping, kneeling, crouching, and/or crawling and significant fine finger dexterity. Generally the job requires 50% sitting, 25% walking, and 25% standing. This job is performed in a generally clean and healthy environment.

Experience: Job related experience with increasing levels of responsibility is required

Education: Bachelor’s degree in job-related area

Equivalency: Experience required includes: experience and proficiency with Microsoft Office (e.g. Excel, Word, and PowerPoint); experience with WordPress and/or equivalent website management tool; experience with video production and web publishing tools (Final Cut Pro, Adobe Acrobat, InDesign, Publisher, Dreamweaver, HTML, Kentico, etc.); and excellent written and content development skills, as confirmed through writing samples and references.

Required Testing: None Specified

Certificates and Licenses: None Specified
Continuing Educ. / Training: None Specified

Clearances: Criminal Justice Fingerprint/Background Clearance

FLSA Status Approval Date Salary Grade
Exempt 09/06/2018 73X

I have read and understand the scope of this job and hold the minimum requirements:

Employee Name (please print): __________________________ Date: _______________

Employee Signature: _____________________________________________