
Position:	Digital Communications Specialist	FLSA:	Non-Exempt
Department/Site:	Communications Department	Salary Grade:	29
Reports to/Evaluated by:	Chief Communications Officer	Salary Schedule:	Classified

SUMMARY

With minimal supervision plans, implements and leads the online marketing and digital communications efforts for the District. Assists in the identification, development and execution of digital communication resources (e.g. website, social media, video) to support the District’s communications plans at the district and school site levels. Develops, maintains and grows the District’s online brand through innovative use of digital communication resources. Ensures district and school website and other digital content is current.

DISTINGUISHING CAREER FEATURES

The Digital Communications Specialist works collaboratively with the communications department staff to provide digital communication throughout the District. This position works with the technology department, administrators, and school site personnel to coordinate and support digital communication resources districtwide.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Create, write, source and execute website and social media plans that meet the district’s objectives and coordinates with cross channel messaging.
- Assist in development and marketing of the district’s brand using digital communication platforms.
- Assist in the graphic layout and design of website content.
- Produce high quality content for internal and external audiences across a range of digital and social media platforms.
- Work with district staff from multiple sites and departments to ensure currency of web content and that staff is trained on website maintenance and content management systems.
- Work collaboratively with the district’s Technology Department and/or digital communication technology providers.
- Assist in the categorization of web content to ensure data is organized in a user-friendly manner.
- Inform staff responsible for maintaining district or department webpages of compliance issues; copyright regulations and other district policy, state, or federal legal requirements.
- Keep current on industry trends/best practices and update department and site staff on trends/best practices.

- Develop processes and procedures necessary to effectively manage an online presence that includes multiple school sites and departments.
- Pro-actively identify opportunities for the district to be promoted across communication channels and for message distribution/audience expansion opportunities.
- Gather news/content relating to the district, the larger school community, education and other related topics.
- Coordinate with the Communications Team regarding prioritization of news/events/highlights.
- Create/Edit/Prepare content (written, video, social media) for release on and multiple platforms.
- Work with district team to prepare and send breaking news alerts.
- Manage the Search Engine Optimization capabilities and continual improvement of the district's website, and use other analytics/metrics to ensure optimum use of digital communication channels.

QUALIFICATIONS

Abilities: Strong verbal/written communication and presentation skills. Well-developed technological skills required (PC, Internet, Mobile, etc.). Able to develop effective, professional working relationships with multiple departments and service providers that promote mutual success. Able to manage multiple, concurrent deadlines and operate with a sense of urgency. Strong understanding of all digital communication platforms. Highly organized and can work effectively in a fast-paced, deadline-driven, team-oriented environment requiring the ability to prioritize and execute multiple projects simultaneously. Results oriented and have a record of success working in a goal-oriented, highly accountable environment.

Physical Abilities: Requires sufficient ambulatory ability to perform work at multiple locations. Requires sufficient hand-arm-eye coordination and hand/finger dexterity to use a computer keyboard and common office equipment. Requires near visual acuity to recognize words and numbers. Requires ability to project voice to small groups and to carry on conversations over the phone and in person.

Working Conditions: Work is performed in usual office conditions with rare exposure to disagreeable environmental factors.

Education and Experience: Bachelor Degree in Communications, Marketing or other related field or equivalent. Minimum of 2 years of experience in the development and execution of digital marketing and communications with a proven record of success. Experience in education field preferred. Some experience may substitute for higher education. Technical certifications may substitute for some experience.

License(s) and/or Credential: May require a valid CA driver's license.