
Position:	Digital Media Specialist	FLSA:	Non-exempt
Department/Site:	Communications Department	Salary Grade:	25
Reports to/Evaluated by:	Chief Communications Officer	Salary Schedule:	Classified

SUMMARY

Assists in the planning, implementation and development of the online digital media efforts for the District. Assists in the identification, development and execution of digital communication resources (e.g. websites and social media channels,) to support the District’s communications plans at the district and school site levels. Assists in developing maintaining and growing the District’s online brand through innovative use of digital media resources. Ensures district and school website and other digital content is current.

DISTINGUISHING CAREER FEATURES

The Digital Media Specialist works under the supervision of the Digital Communication Coordinator and collaboratively with the communications department staff to research, develop and execute digital media resources throughout the District. This position works with the technology department, administrators, and school site personnel to coordinate and support digital media resources districtwide.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Assist in creating, writing, sourcing and executing website, app and social media plans that meet the district’s objectives and coordinates with cross channel messaging.
- Assist in the graphic layout and design of digital content.
- Produce high quality content for internal and external audiences across a range of digital and social media platforms.
- Assists in preparation of reports detailing technical feasibility and cost of implementing digital and web-based systems.
- Assists in the assessment of digital media client needs, develops working prototypes and maintainable sites.
- Assists in the preparation and update of documentation to train staff on digital communication tools.
- Contributes to the selection of tools and products that will facilitate implementation of web site architecture and compliance with all laws pertaining to ADA compliance.
- Defines and articulates website architecture to developers and vendors.

- Works 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.
- Performs Webmaster functions for district, department and school site webpages.
- Assist in the identification of internal web systems to archive and deliver content, particularly curriculum resources for teachers
- Informs staff responsible for maintaining district or department webpages of compliance issues; copyright regulations and other district policy, state, or federal legal requirements.
- Keeps current on industry trends/best practices and update department and site staff on trends/best practices.
- Assist in monitoring data and metrics related to assessing success of digital communication tools.
- Assists in maintaining content on the district's web pages, social media channels, and other digital media tools.
- Create/Edit/Prepare content (written, video, social media) for release on and through multiple platforms.
- Conduct website maintenance and optimization efforts including backups, SEO optimization, image and file optimization, and sitemap validation. Use other analytics/metrics to ensure optimum use of digital media channels.
- Performs related duties as assigned.

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.