

JOB DESCRIPTION

POSITION TITLE: Digital Content Specialist	JOB CODE: 488A
DIVISION: Strategy and Accountability	SALARY SCHEDULE: Professional/Supervisory Support
DEPARTMENT: Communications	WORKDAYS: 238
REPORTS TO: Director, Content and Marketing	PAY GRADE: Rank G (NK07)
FLSA: Exempt	PAY FREQUENCY: Monthly
PRIMARY FUNCTION: Creates digital content and coordinate digital content creation. Uses digital marketing and graphic design tools to develop attractive content for internal and external communications. Uses digital media to market ongoing district activities to a variety of internal and external stakeholders.	

REQUIREMENTS:

1.	Educational Level: Bachelor's Degree or its equivalency (2 years similar work level experience = 1 year of college; a combination of experience and education may be used to meet the bachelor's degree requirement)
2.	Certification/License Required: None
3.	Experience: 5 years of experience in content marketing, or digital marketing. Ability to use a variety of social media platforms, including in-depth back-end knowledge of Facebook and Twitter. Experience with digital content programs, graphic design, and editing software such as Adobe Acrobat, Photoshop, InDesign, Illustrator, Canva, social media scheduling programs, and other similar tools.
4.	Physical Activities: Routine physical activities that are required to fulfill job responsibilities
5.	Knowledge, Skills, & Abilities: Exceptional written communication; familiarity with content management systems; digital media market knowledge; multi-media technology proficiency; deep understanding of search engine optimization, social media analytics, and social media algorithms

The Board of Education and the Superintendent may accept alternatives to some of the above requirements.

ESSENTIAL DUTIES:

1.	Demonstrates prompt and regular attendance.
2.	Creates compelling content to be distributed across all channels including website, social media, mobile, video, print, and email.
3.	Creates infographics, multimedia content and other similar visual representation of information in digitally friendly formats.
4.	Writes compelling, short-form consumer focused copy for distribution on digital channels.
5.	Develops and manages content calendar across all platforms.
6.	Understands and translates complex research and data into understandable, lay-friendly content.
7.	Relates technical material in a style that uses easily comprehensible verbiage in a visually friendly format.
8.	Collaborates with cross-functional stakeholders to create and execute digital media campaigns based on divisional priorities and needs.
9.	Reports on digital results and provide insights and recommendations.
10.	Performs other duties as assigned by appropriate administrator.

Signature of Employee _____ Date _____

Signature of Supervisor _____ Date _____