

JOB DESCRIPTION

POSITION TITLE: Content Specialist	JOB CODE: 445A
DIVISION: Strategy and Accountability	SALARY SCHEDULE: Professional/Supervisory Support
DEPARTMENT: Content & Marketing	WORKDAYS: 231
REPORTS TO: Director, Marketing	PAY GRADE: Rank E (NK05)
FLSA: Exempt	PAY FREQUENCY: Monthly
PRIMARY FUNCTION: Collaborates and consults with district and local school staff to enhance teaching and learning through digital and multi-media design and application.	
REVISION DATE(S): 7/26	

REQUIREMENTS:

1.	Educational Level: Bachelor's degree required
2.	Certification/License Required: None
3.	Experience: Multimedia production experience required including graphic design, marketing, video production and editing; minimum 3 years teaching experience preferred
4.	Physical Activities: Routine physical activities that are required to fulfill job responsibilities
5.	Knowledge, Skills, & Abilities: Written and oral communication

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.	Assists with the development of a comprehensive District strategy for digital transformation as it applies to teaching and learning.
3.	Leads communication, marketing and branding efforts for the Teaching & Learning Division and works with schools as applicable.
4.	Generates original video, graphics, courses, materials, presentations and other resources in support of teaching and learning.
5.	Utilizes digital media software and hardware to produce presentations in support of teaching and learning.
6.	Creates and manages resources designed to help facilitate video creation for learning, teaching, and sharing within the District and with District stakeholders.
7.	Serves as multimedia and graphic production consultant.
8.	Collaborates with academic and technology divisions in support of the District's digital platform.
9.	Consults and advises faculty on the use of digital media in the student learning environment and for professional training.
10.	Maintains Department presence on social media and website with regular updates, and monitors technology to ensure utilization of latest tools.
11.	Participates in professional growth to keep abreast of current and emerging instructional technologies that support departmental goals.
12.	Performs other duties as assigned by appropriate administrator.

Signature of Employee _____ Date _____

Signature of Supervisor _____ Date _____