

**EMPLOYEE NAME:** \_\_\_\_\_

Revised: 6/03; 5/08; 10/12; 1/18; 9/22; 5/25

## JOB DESCRIPTION

<b>POSITION TITLE:</b> Features and Content Specialist	<b>JOB CODE:</b> 488F
<b>DIVISION:</b> Chief Strategy & Accountability	<b>SALARY SCHEDULE:</b> Professional/Supervisory Support
<b>DEPARTMENT:</b> Communications	<b>WORKDAYS:</b> Annual Operational Personnel
<b>REPORTS TO:</b> Director of Content and Marketing	<b>PAY GRADE:</b> Level H (NK08)
<b>FLSA:</b> Exempt	<b>Pay Frequency:</b> Monthly
<b>PRIMARY FUNCTION:</b> Supports the district's communications and marketing plan by developing and delivering compelling stories through a variety of communications techniques.	
<b>REVISION DATE(S):</b> 5/25	

## REQUIREMENTS:

1.	Educational Level: Bachelor's degree in communications, Journalism, Public Relations, English or other related field, preferred; (2 years of similar work level experience equals 1 year of college); combination of experience and education may be used to meet the degree requirement
2.	Certification/License Required: None
3.	Experience: Minimum of 2 years professional experience in professional writing, journalism, or communications, preferably related to the assigned communications platform(s)
4.	Physical Activities: Routine physical activities that are required to fulfill job responsibilities
5.	Knowledge, Skills, & Abilities: Excellent written and oral communication; ability to work successfully within teams; ability to develop and implement plans for improved communication with stakeholders using assigned delivery platform(s); background in communications technologies.

***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.	Provides the highest level of customer service while delivering engaging and informative communications to both internal and external stakeholders.
3.	Works collaboratively with department staff, other departments/divisions as assigned, schools and community partners to identify, develop and deliver human-centered and story-driven content through a variety of communications platforms.
4.	Develops, implements and manages one or more communications platform(s) with a focus on continual improvement and compelling storytelling
5.	Uses talents, skills and available resources to develop and incorporate content (e.g. long-form articles, features, and narrative pieces) into the assigned communications platform(s).
6.	Establishes and implements processes and protocols for the ongoing implementation and editorial planning of the assigned communications platform(s).
7.	Ensures that all information presented through the assigned communications platform(s) is current and accurate, and aligned with the district's brand and voice
8.	Assists local schools with communications needs using the assigned communications platforms
9.	As applicable, collaborates with an appropriate administrator to develop content that promotes the district's strategic communications, marketing and brand identity including assisting with photos, videos, feature writing, and event coverage.
10.	Reviews, evaluates and recommends equipment and supplies to sustain and enhance the applicable communications platform(s).

11.	Collaborates with department staff and other departments/divisions to ensure optimal and reliable functioning of required hardware and software systems.
12.	Engages in continuing professional development to enhance knowledge and expertise in narrative writing, digital storytelling, and current and future technologies to deliver high-quality communications products.
13.	Assists with Board of Education meeting functions, as necessary.
14.	Evaluates, reviews and summarizes performance outcomes for continual improvement of content strategy and audience engagement
15.	Performs other duties as assigned by the appropriate administrator.

Signature of Employee \_\_\_\_\_ Date \_\_\_\_\_

Signature of Supervisor \_\_\_\_\_ Date \_\_\_\_\_