



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

Created: 6/25

## JOB DESCRIPTION

<b>POSITION TITLE:</b> Media and Design Specialist	<b>JOB CODE:</b> 488Q
<b>DIVISION:</b> Chief Strategy & Accountability Officer	<b>SALARY SCHEDULE:</b> Professional/Supervisory Support
<b>DEPARTMENT:</b> Communications	<b>WORKDAYS:</b> Annual Operational Personnel
<b>REPORTS TO:</b> Director of Marketing and Creative	<b>PAY GRADE:</b> (NK07)
<b>FLSA:</b> Exempt	<b>Pay Frequency:</b> Monthly
<b>PRIMARY FUNCTION:</b> Supports the development and implementation of the district's communications and marketing initiatives by producing high-quality visual content, including graphic design, photography, and email marketing using communications technologies (e.g. Cobb Teaching and Learning System)	

### REQUIREMENTS:

1.	Educational Level: Bachelor 's degree or its equivalency required (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: 2 years' professional experience related to the assigned communications platform(s)
4.	Physical Activities: Routine physical activities that are required to fulfill job responsibilities
5.	Knowledge, Skills, & Abilities: Proven experience successfully using graphic design and photo editing software; skilled in photography and visual storytelling; ability to design media and graphic content that clearly communicates key messages and engages diverse stakeholders; solid understanding of branding and marketing principles; experience using email marketing to reach target audiences; strong attention to detail. Excellent written and oral communication; ability to work collaboratively within teams.

*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 communications to both internal and external stakeholders.
3.	Works collaboratively with department staff, other departments/divisions, and community partners, as assigned, to develop strategic visual communication content that align with district goals and branding for delivery through a variety of communications platforms.
4.	Uses talent, skills and available resources to create compelling graphics and high-quality photography to support district-wide initiatives, ensuring alignment with branding and marketing objectives.
5.	Turns complex or technical information into clear, easy-to-understand visuals that help engage and inform different audiences to support the district's strategic goals across platforms.
6.	Ensures that all information presented through the assigned communications platform(s) is current, accurate, and visually consistent across media channels.
7.	Assists local schools with communications needs using the assigned communications platforms
8.	As applicable, collaborates with assigned administrator to develop engaging visual content that promote the district's strategic communications, marketing and brand identity including supporting event coverage.
9.	Reviews, evaluates and recommends equipment and supplies to sustain and enhance the applicable communications platform(s).

10.	Collaborates with department staff and other departments/divisions to ensure optimal and reliable functioning of required hardware and software systems.
11.	Engages in continuing professional development to enhance knowledge and expertise in emerging design trends and technologies to deliver high-quality communications content.
12.	Provides guidance and support to district staff on media design best practices to ensure high-quality, consistent visual content is maintained across all schools and departments.
13.	Assists with Board of Education meeting functions, as necessary.
14.	Helps manage a digital asset library of visual content, ensuring proper organization, accessibility, and usage rights for all media files.
15.	Evaluates, reviews and summarizes performance outcomes for continual improvement.
16.	Performs other duties as assigned by the appropriate administrator.

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

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