

EMPLOYEE NAME: _____

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

JOB DESCRIPTION

POSITION TITLE: Social and Web Content Specialist	JOB CODE: 488F
DIVISION: Strategy and Accountability	SALARY SCHEDULE: Professional/Supervisory Support
DEPARTMENT: Communications	WORKDAYS: Annual Operational Personnel
REPORTS TO: Director of Content and Marketing	PAY GRADE: Level H (NK08)
FLSA: Exempt	Pay Frequency: Monthly
PRIMARY FUNCTION: Assists in the development and implementation of the district's communications and marketing plan through writing and the creation, coordination and optimization of multimedia content across digital and traditional communication platforms that aligns with the district's brand voice.	
REVISION DATE(S): 5/25	

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 multimedia production or the assigned communications platform(s)
4.	Physical Activities: Routine physical activities that are required to fulfill job responsibilities
5.	Knowledge, Skills, & Abilities: Strong visual storytelling and 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 and familiarity with analytics and engagement metrics. Excellent writing and editing skills; demonstrated ability to craft messages tailored to digital platforms and varied stakeholders.

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 as assigned, schools and community partners to identify, develop and incorporate delivery of information through a variety of communications platforms.
4.	Develops, implements and manages one or more communications platform(s) with a focus on continual improvement.
5.	Uses talents, skills, and available resources to develop and incorporate content into the assigned communications platform(s).
6.	Establishes and implements processes and protocols for the ongoing implementation of the assigned communications platform(s).
7.	Writes compelling, accurate, and brand-aligned copy for social media, websites, and other digital platforms to inform and engage stakeholders.
8.	Ensures that all information presented through the assigned communications platform(s) is current & accurate.
9.	Assists local schools with communications needs using the assigned communications platforms
10.	As applicable, collaborates with an appropriate administrator to develop content that promote the district's strategic communications, marketing and brand identity including assisting with photos, videos, and event coverage.

11.	Reviews, evaluates and recommends equipment and supplies to sustain and enhance the applicable communications platform(s).
12.	Collaborates with department staff and other departments/divisions to ensure optimal and reliable functioning of required hardware and software systems.
13.	Engages in continuing professional development to enhance knowledge and expertise in current and future technologies to deliver high-quality communications content.
14.	Assists with Board of Education meeting functions, as necessary.
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 _____