EMPLOYEE NAME: _____________________________

 Revised: 11/94; 1/96; 2/96; 6/96; 6/97; 9/97; 12/97; 4/01; 3/10; 10/12; 5/16; 6/16; 8/17; 1/18; 6/18

### JOB DESCRIPTION

| POSITION TITLE: Digital Content Specialist | JOB CODE: 488A |
| DIVISION: Strategy and Accountability | SALARY SCHEDULE: Professional/Supervisory Support |
| DEPARTMENT: Communications | WORK DAYS: 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 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 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 graphic design tools like Adobe Acrobat, InDesign, Photoshop, Illustrator, Canva, or 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.


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 ___________________________