



For the future of every student

## **CLASS TITLE: DIGITAL COMMUNICATIONS SPECIALIST**

### **BASIC FUNCTION:**

Under the direction of the Communications Coordinator, serves as an experienced member of the Communications Department; assists with the development of strategic communications and produces written and graphic content for digital platforms; assists in the development, implementation, and maintenance of new digital platforms including websites, mass communications system, survey platform, social media, digital flyer platform, etc.; and serves as an active liaison with District staff, members of the community, as well as external vendors.

### **REPRESENTATIVE DUTIES:**

#### **ESSENTIAL DUTIES:**

Assists with the development of strategic communications and produces written and graphic content for digital platforms; assists in the development, implementation, and maintenance of new digital platforms including websites, mass communications system, survey platform, social media, digital flyer platform, etc. Ensures that every webpage and every step a user will experience in their interaction with the finished product will conform to the overall vision.

Trains and collaborates with all District staff to coordinate messaging between print and digital platforms in service of the District's overall communications strategy. Ensures that all District and school communications and marketing adheres to brand standards. Assists in creating and maintaining guidelines and standards as needed.

Contributes to generating new ideas for content and rich media for use on the District's website, social media site and other platforms; assists with development and execution of additional communication projects (e.g. survey platform, mass notifications, move to digital forms, video content, community relations, move to digital flyers, etc.).

Builds graphics, slides, audio, videos, and/or animation for organizational products, websites, flyers, brochures, training material, etc. Oversees photo, graphic, and video archives for use across the organization. Drafts copy for webpages, email newsletters, media releases, flyers, brochures and special projects.

Creates and transforms documents and data into PDF, HTML and other electronic communication media including print-ready formats; scans and converts documents to editable word-processing files as needed; determines appropriate compression techniques, resolutions, sizes, color maps, and depths to assure images are delivered with optimal speed and quality.

Regulates and manages the access rights of the different users. Finds, diagnoses, and fixes District website problems, including broken links (both internal and external), typographical errors, formatting inconsistencies, security issues and performance problems. Implements and maintains ADA website compliance WCAG 2.0 standards, and trains users on compliance requirements.

Monitors traffic and metrics for the District website, social media channels, and email marketing; prepares reports and offers analysis and conclusions to help drive content decisions.

Develops and maintains District and school websites in conjunction with the Communications Coordinator. Provides excellent customer support for the district school sites/department staff regarding development and maintenance of site/department web pages; ensures that featured content is refreshed on a regular schedule; and serves as the liaison with the Digital Content Coordinators at each site.

Serves as a liaison to the Technology Services Department, and external vendors; tracks web improvements, updates and bug fixes; assists with maintaining a library of URLs (domain names) and DNS requirements; helps set priorities and timelines in light of overall communications goals. Tracks and evaluates new standards, technologies and trends in digital communications/marketing, design, and delivery.

Assesses and understands emerging internet technologies (i.e. Content Management Systems) and works closely with website service providers, hosting companies, and others. Evaluates competing websites with regard to content, look and feel, and functionality, and develops improvement recommendations to the District's website. Analyzes user needs, scenarios, and personas to develop strategies to ensure content delivery is meeting the needs of end users.

Operates a variety of office equipment including a computer and assigned software; drives a vehicle to conduct work.

Other duties as assigned that support the overall objective of the position.

#### **KNOWLEDGE AND ABILITIES:**

##### **KNOWLEDGE OF:**

Communications, marketing, and customer service principles.

Accepted design concepts, internet protocol, graphical user interface and other related standards.

SEO and web analytics best practices to assist the District in their local marketing efforts.

Web technologies, protocols, and tools.

High level of competency with Adobe Photoshop, Illustrator and other graphic design tools to create effective web graphics.

Comprehensive knowledge and experience with all aspects of website content management.

Good knowledge of user interface (UI) and user experience (UX)

Browser compatibility issues.

Basic project management principles.

Oral and written communication skills.

Interpersonal skills using tact, patience and courtesy.

Operation of a computer and assigned software, and standard office equipment.

##### **ABILITY TO:**

Research, develop, implement, and maintain future marketing and applications and services such as survey platforms, digital flyer programs, social media sites, etc.

Design and implement user-friendly and creative web pages

Design and develop professional quality graphics for use on district websites and electronic publications.

Train users on web-based applications, concepts and techniques

Create HTML files, and convert various files into formats such as THML or PDF

Comply with applicable state, local and federal rules, regulations, and laws as well as the policies and procedures of the District.

Work effectively under pressure and demonstrate problem solving skills, while maintaining courtesy, professionalism, and a positive customer service attitude.

Maintain confidentiality of sensitive and privileged information.

Analyze situations accurately, problem solve and adopt an effective course of action.

Communicate effectively both orally and in writing.  
Establish and maintain cooperative and effective working relationships with others  
Work in a team-oriented, collaborative environment.  
Operate standard office equipment including a computer and assigned software.  
Work independently with limited supervision.  
Effectively prioritize and execute tasks to meet schedules and timelines.  
Multi-task and complete work with many interruptions.  
Compile information, and prepare and maintain various records, reports and files.  
Maintain regular and consistent attendance.

**EDUCATION AND EXPERIENCE:**

Any combination of education, training, and/or experience equivalent to a Bachelor's degree in information systems, computer science, graphic design, communications, marketing or related field, or three years of recent professional experience in creating/maintaining web content using related software applications or equivalent related experience.

**LICENSES AND OTHER REQUIREMENTS:**

Valid California driver's license.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Office environment.  
Driving a vehicle to conduct work.

**PHYSICAL DEMANDS:**

Hearing and speaking to exchange information.  
Dexterity of hands and fingers to operate a computer keyboard.  
Seeing to read a variety of materials.  
Sitting for extended periods of time.