

DIGITAL CONTENT SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: This position is responsible for creating, managing and optimizing digital content across multiple platforms to enhance the visibility and communication efforts of the organization. This role involves collaborating with various agencies/departments to ensure consistent and engaging messaging that aligns with the organization's goals and initiatives. The specialist also analyzes content performance and implements strategies to improve engagement and reach within the educational community through digital platforms, including web applications, intranets, document sharing systems, social media platforms and other multimedia channels. The work is performed under the direction of the Director of Public Policy and Strategic Communications or a higher-level administrator and work guidance (e.g., lead work) may be provided to others. Does related work as required.

TYPICAL WORK ACTIVITIES:

Develops and manages digital content, including articles, social media posts, video, audio, photo, newsletters and website updates;

Develops and implements a social media strategy to increase online visibility and engagement;

Coordinates with various agencies/departments to gather information and produce content that reflects the organizations initiatives, programs and services;

Oversees the maintenance and updating of the client's websites ensuring content is accurate, compliant, relevant, current, user-friendly and aligned with organizational priorities, goals and branding guidelines;

Monitors and manages the district's social media accounts, including content scheduling, community engagement and performance analytics;

Collaborates with school districts, administrators and staff to evaluate digital content needs to develop effective communication strategies;

Collaborates with IT and other departments to troubleshoot website issues and implement new features as needed;

Regularly monitors social media trends and integrates best practices into the district's social media strategy;

Manages other digital platforms, such as electronic newsletter applications, email marketing systems and online portals to ensure consistent and effective communication;

Designs and produces multimedia content, including infographics, video production, audio production and other visual assets, to support digital communication efforts;

Ensures all digital content is visually appealing and consistent with the district's branding guidelines;

Tracks and analyzes the performance of digital content across various platforms using tools such as Google analytics, social media insights and email marketing metrics;

Provides ongoing reporting on content performance, including recommendations for improvements;

Provides content creation and management across multiple channels, including digital, print, social media, annual reports, video and audio with the latest technologies.

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FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of the principles, practices and techniques of digital content, video production and storytelling; good knowledge of design and development of video, audio and multi-image sound/slide programs; good knowledge of the operation and use of audio and visual media production equipment; good knowledge of various digital media sources for dissemination of information; good knowledge of English usage, punctuation and grammar; ability to manage social media platforms; ability to prepare written material; ability to communicate effectively both orally and in writing; ability to understand and interpret written material; ability to establish and maintain cooperative relationships with others.

MINIMUM QUALIFICATIONS:

1. An Associate's degree and four (4) years of experience in communications, broadcast video journalism, digital media/content management, public relations, digital communications or filmmaking, or
2. A Bachelor's degree or higher and two (2) years of experience in communications, broadcast video journalism, digital media/content management, public relations, digital communications or filmmaking.