

**CLARKSVILLE-MONTGOMERY COUNTY SCHOOL SYSTEM
CLARKSVILLE, TENNESSEE
JOB DESCRIPTION**

Job Title: Digital Design and Content Specialist **Department:** Communications

Grade K
H.P.D. 8
D.P.Y. 260

Job Description**Date Reviewed:** July 2023**Reports To:** Director of Communications and Marketing**Purpose of Job**

The purpose of this position is to plan, create, and deliver visual text and imagery concepts and content for both web and print media to communicate to district stakeholders. This position is responsible for maintaining the brand standards and consistent visual presence of the district. In collaboration with the Technology Department, develop and maintain the design and content of the district and school websites. Create and communicate written works and visual concepts to communicate ideas that inspire, inform, or engage stakeholders. Work should be unique, creative, innovative, on time, and aligned with the strategic work of the district or communication goals of the district. Experienced in the overall layout and production design for advertisements, brochures, magazines, and multimedia campaigns.

Essential Duties and Responsibilities

The following duties are normal for this job. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

Develop, design, implement, and maintain the District website and collaborate with other departments on content and design of specific micro-sites.

Provide design, guidance, training, and support for school-level websites and social media accounts.

Develop and implement a web content strategy process for district and school-level websites and social media accounts.

Ensure quality, relevant, and timely content, design, and style of the district and school websites that will enhance the end-user experience.

Consistently create beautiful visual identities and topic-specific content for District social media accounts in collaboration with the Director of Communications and Marketing.

The Graphic Designer supports the Director of Communication and Marketing to communicate visually the mission, values, and brand identity of CMCSS and individual schools through digital and printed projects related to the organization's strategic work, mission, and vision.

Coordinate and collaborate with staff from all departments to develop or procure content for website and social media accounts.

Prepare rough drafts, present ideas directly to clients and other departments, gain feedback, and quickly modify and re-present designs.

Collaborate on design projects especially external stakeholder graphics - including e-mails, social media content, banner ads, calendars, and web pages through a litany of digital mediums including static images, photography, videos, GIFs.

Enforce guidelines, standards, district policies, and state laws as they pertain to all websites within the district.

Enforce guidelines, standards, district policies, and state laws as they pertain to photography and district branding.

Contribute to the development of new processes and procedures as needed to support adherence to identity and design standards across the district as they pertain to all websites, social media platforms, print, digital, and photography projects.

Maintain current photo library and other graphic assets. Serve as the primary district photographer, responsible for district headshots, event photography, and photo editing.

Contribute to the production of district communication projects by developing the overall layout and design in collaboration with the district Director of Communications and Marketing.

Design and produce district marketing materials (internal and external) ensuring all graphic design work meets district guidelines. Marketing materials may include, but is not limited to, brochures, data sheets, infographics, posters, presentation materials, exhibit materials, print ads, and banner ads.

Responsible for the creation of unique illustrations and logo designs either by hand or using computer software for school or district benefit determining ideal usage of color, text, font style, imagery, and layout.

Provide the department with the most current information regarding techniques and technology of website development and graphic design by reading, attending classes and seminars, etc.

Assist with the planning and purchasing of the most current software and materials for design and production work as part of the budget process.

Additional Job Functions

Performs other duties as required.

Minimum Training and Experience Required to Perform Essential Job Functions

Minimum of Bachelor's degree in graphic design, digital illustration, multimedia design, user experience and interface design, visual arts, marketing, visual communications, or a related field with at least five years of experience working in photography, graphic design, communications, creative agencies, print production, or a related field. Experience with animation is preferred.

KNOWLEDGE OF JOB

Knowledge of web communication technology; knowledge of elementary database and spreadsheet software Microsoft Access/Excel; knowledge of WordPress version 3.6 and above; Graphic design experience using tools such as Adobe Creative Suite and Expression Studio. Excellent knowledge and understanding of social networking and social network platforms. Excellent verbal and written communication skills. Ability to work well with school district employees and technical staff; ability to work independently and as a part of team; ability to work in a timely and efficient manner to meet deadlines; ability to be flexible in prioritizing jobs; ability to communicate technical knowledge and train others in its use; ability to identify, evaluate and recommend web system needs; ability to remain current in best practices; ability to be detailed oriented and highly organized; ability to work evenings and weekends during emergencies or other critical events in order to update website. Leadership and project management skills are essential. Knowledge, skill, and experience in photography and photo editing, print layout and design, and multi-platform campaign development. Ability to adapt quickly to changes and trends of the social-networking industry.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS**REQUIRED SKILLS, ABILITIES AND PHYSICAL REQUIREMENTS:**

- Must be able to do occasional lifting, carrying, pushing and/or pulling of up to 100 pounds, standing, sitting, walking, bending, stooping or kneeling;
- Must be able to traverse school facility;
- Must have significant fine finger dexterity;
- Must be able to operate standard office equipment including pertinent and required software applications;
- Must possess excellent language skills (verbal and written) requiring the ability to read informational documentation, directions, instructions, policies and procedures related to this job, requiring the ability to give assignments and/or directions to co-workers, assistants, supervisors, students and parents/guardians, requiring the ability to deliver verbal and written communications in English language;
- Must possess excellent interpersonal skills with ability to interact with people (staff, supervisors, parents/guardians, students) and maintain professionalism and tact in all situations, including emergent ones, must be able to maintain constructive relationships;
- Must possess excellent organizational skills and attention to detail;
- Must be able to perform multiple, highly complex, technical tasks with periodic need to enhance skills in order to meet changing job conditions.
- Must be able to apply assessment instruments and analyze data and possess problem-solving skills.
- Must be able to make independent judgments in absence of supervision.

NUMERICAL APTITUDE: Requires the ability to utilize mathematical formulas; add and subtract totals; multiply and divide; determine percentages; determine time and weight.

FORM/SPATIAL APTITUDE: Requires the ability to inspect items for proper length, width, and shape, visually.

PHYSICAL COMMUNICATION: Requires the ability to talk and/or hear: (talking - expressing or exchanging ideas by means of spoken words). (Hearing - perceiving nature of sounds by ear).

ATTENDANCE: A regular and dependable level of attendance is an essential function for this position.

The Clarksville-Montgomery County School System is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the school system may provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer. Signatures below indicate the receipt and review of this job description by the employee assigned to the job and the immediate supervisor.

Employee's Signature

Supervisor's Signature

Employee's Munis Number

Date

Date