

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

Job Title: Digital Design and Content Specialist Department: Communications

**Grade J
H.P.D. 8
D.P.Y. 260**

Job Description

Date Reviewed: June 2017

**Reports To: Director of
Communications and Marketing**

Purpose of Job

The purpose of this position is to plan, create, and deliver digital designs and content for both web and print media to communicate to district stakeholders. In collaboration with the Technology Department, develop and maintain the design and content of the district and school websites and social media platforms. Create written works and visual concepts to communicate ideas that inspire, inform, or engage stakeholders.

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 Internet website and Intranet/Employee Portal website.

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 and social media accounts.

Design and maintain content for District social media accounts in collaboration with the Chief Communications Officer, Community Relations Director, and Video Producer.

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

Copyedit, proofread, and revise communications.

Write and dispatch news releases as assigned by Chief Communications Officer or Community Relations Director.

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

Track and analyze web traffic statistics, including social media accounts, for periodic reporting and review of content effectiveness.

Contribute to the production of district communication projects by developing the overall layout and design in collaboration with the district Graphic Design Specialist, Community Relations Director, and Chief Communications Officer.

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, illustrations, logo designs, exhibit materials, print ads, and banner ads.

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 web design and development, graphic design, visual arts, marketing, communications, or a related field. Experience with animation a plus.

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.

(ADA) MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

PHYSICAL REQUIREMENTS: Must be physically able to operate a variety of automated office machines and equipment which includes a computer, printer, copy machine, calculator, telephone, etc. Must be able to use body members to work, move or carry objects or materials. Must be able to exert up to one hundred pounds of force occasionally, and/or up to fifty pounds of force frequently. Physical demand requirements are at levels of those for active work. Must be able to stand for long periods of time and tolerate high noise levels.

DATA CONCEPTION: Requires the ability to compare and or judge the readily observable functional, technical, structural, or compositional characteristics (whether similar to or divergent from obvious standards) of data, people, or things.

INTERPERSONAL COMMUNICATION: Requires the ability of speaking and/or signaling people to convey or exchange technical/administrative information. Includes giving assignments and/or directions to co-workers or assistants/interns. Must be able to receive communication feedback on design products and respond appropriately. Must be able to communicate instructions to individuals possessing varying degrees of computer knowledge.

LANGUAGE ABILITY: Requires the ability to read a variety of informational documentation, directions, instructions, and methods and procedures related to Digital Design and Content Specialist.. Requires the ability to write reports with proper format, punctuation, spelling and grammar, using all parts of speech. Requires the ability to speak with and before others with poise, voice control, and confidence using correct English and a well-modulated voice.

INTELLIGENCE: Requires the ability to learn and understand basic to relatively complex principles and techniques; to make independent judgments in absence of supervision; to acquire knowledge of topics related to the job of Digital Design and Content Specialist.

VERBAL APTITUDE: Requires the ability to record and deliver information to supervisors and officials; to explain procedures and policies; and to follow verbal and written instructions, guidelines and objectives.

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

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

MOTOR COORDINATION: Requires the ability to coordinate hands and eyes in using automated office equipment.

MANUAL DEXTERITY: Requires the ability to handle a variety of items, office equipment, control knobs, switches, etc. Must have the ability to use one hand for twisting or turning motion while coordinating other hand with different activities. Must have average levels of eye/hand/foot coordination.

COLOR DISCRIMINATION: Requires the ability to differentiate colors and shades of color.

INTERPERSONAL TEMPERAMENT: Requires the ability to deal with people (i.e. staff, supervisors, general public, and officials) beyond giving and receiving instructions such as in interpreting departmental policies and procedures. Must be adaptable to performing under considerable stress when confronted with an emergency

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