

Regional Office of Education #9
Champaign & Ford Counties

Job Description

TITLE: Digital Content Specialist

DEPARTMENT: Learning Technology Center (LTC)

QUALIFICATIONS:

1. Bachelor's degree in Communications, Marketing, related field, or an equivalent combination of education and experience
2. Strong understanding of branding and the role it plays within an organization
3. Experience designing with Adobe Creative Cloud or equivalent digital media editing tools
4. Proven understanding of SEO, web traffic metrics and keyword research
5. Proven knowledge and demonstrated use of social media marketing best practices
6. Strong verbal and written communicator
7. Excellent project management skills with the ability to prioritize tasks
8. Detail-oriented approach with the ability to work under pressure to meet deadlines
9. Ability to work both individually and collaboratively with stakeholders
10. Willingness to learn new skills through a growth mindset
11. Other qualifications as deemed necessary by the LTC Director
12. Any of the above qualifications may be waived by the LTC Director when needed

REPORTS TO: Manager of Strategic Partnerships and Communications, Learning Technology Center (LTC)

SUPERVISES: Does not supervise any employees.

JOB GOALS: The Digital Content Specialist will support the development, execution, and growth of the LTC's services through innovative, impactful, and timely digital content.

PERFORMANCE RESPONSIBILITIES:

1) Marketing

- a) Manages social media presence on Twitter, LinkedIn, Twitter, Facebook, YouTube, and other relevant social media/collaboration sites.
- b) Supports brand loyalty and encourages generation of user created content via active community participation and conversation; manages online discussions by listening and responding to users (where appropriate) in a timely and authentic manner. Escalate issues

as needed and provide feedback on community happenings.

2) Strategy & Brand Development

- a) Monitors and tracks discussion topics for management team; prepares weekly reports to update staff on predetermined metrics.
- b) Proactively monitors brand and relevant themes/news stories within the blogosphere and provide suggestions for timely content, assets and conversations within brand communities.
- c) Works daily with Communications Team and Director to ensure proper messaging is being executed online and that it is relevant to program goals.
- d) Researches and identifies social media best practices and relevant brand examples within the space for proposals and online audits.

3) Content Development

- a) Works with key stakeholders to update editorial calendars and ensure all assets/materials are timely and up to date.
- b) Adheres to editorial calendar to ensure content and assets are being released on time.
- c) Crafts clear marketing copy, promotional materials, program literature to augment the programs presence in the education market.
- d) Manages the LTC website content, blog, newsletter, and other forms of communication and marketing.
- e) Uses online listening, supplemental research, and daily community learnings to provide insights for improving programs and enhancing program successes.
- f) Researches and identifies key influencers and associated communities for influencer campaigns.

4) Operations

- a) Performs other duties as assigned.

TERMS OF EMPLOYMENT: To be determined by the ROE9 Regional Superintendent

EVALUATION: To be completed by the Director of the Learning Technology Center in accordance with the policies and practices of the Regional Office of Education.