

Rosemount-Apple Valley-Eagan School District 196
Job Description

Title: Digital Communication Specialist
Department: Communication
Reports to: Director of Communication
Classification: Special Staff
Exempt Status: Level 14

Job Summary: The Digital Communications Specialist supports major districtwide communication initiatives, maintains content accuracy across digital platforms, and works side-by-side with departments, schools, and families to improve how information is shared and understood.

Duties and Responsibilities

- Audit and maintain district website content with a focus on accuracy, readability, accessibility, and user experience.
- Partner with departments to review website pages, eliminate outdated material, streamline
- Ensure website updates meet federal accessibility standards.
- Track progress, manage timelines, and coordinate review cycles to meet project milestones.
- Serve as the primary point of contact for website content corrections and departmental questions.
- Provide ongoing support for ParentSquare to all staff.
- Create and manage a districtwide training schedule and provide on-site technical support.
- Develop clear communication resources such as step-by-step guides, videos and tip sheets.
- Support parents by addressing common challenges and improving the consistency of outreach across buildings.
- Build systems that strengthen communication tools and protocols to encourage clear, translatable communication across the district.
- Support the district's Canva for Education deployment, including templates and training.
- Help staff follow district style standards and use templates effectively, ensuring materials reflect a unified and welcoming identity.
- Review department or site-level designs and offer feedback to keep messages on-brand and accessible.
- Draft, edit, and proof a variety of communication materials including website updates, email newsletters, press releases, social media posts, and parent communications.
- Work with administrators, program leaders, and teachers to highlight stories that reflect the district's mission.
- Assist in developing clear and consistent communications across all platforms that effectively conveys the intent of all messages.
- Work closely with all departments, particularly Instruction & Achievement, Technology, Human Resources, and Building Leadership Teams.
- Build relationships that make it easier to coordinate information, clarify messages, and support staff.
- Ensure collaboration within the communications team to ensure work is aligned with and supporting the district's communication plan.
- Perform other duties of a comparable level or type, as required.

Rosemount-Apple Valley-Eagan School District 196
Job Description

Education and/or Experience

- Bachelor's degree in strategic communication, education, public relations, marketing or a related field, Master's degree preferred.
- 3-5 years of experience in K-12 settings preferred; familiarity with school systems. is a strong asset.

Knowledge, Skills & Abilities

- Proficient working with a culturally, ethnically, racially and socioeconomically diverse school community
- Ability to communicate effectively with diverse populations
- Ability to follow written and verbal instructions
- Ability to relate with others and present a positive interaction in a professional manner with public, peers, and administration in all communication
- Ability to exercise confidentiality in handling School District information
- Ability to work collaboratively with office and district staff
- Excellent oral and written communication skills
- Ability to translate complex or technical information into clear, accessible language
- Familiarity with digital accessibility standards (WCAG, ADA)
- Ability to train others, especially adults with varied levels of digital experience
- Ability to manage multiple projects with attention to detail and follow-through
- Steady, positive problem-solving approach that keeps projects moving even when challenges arise

Physical Demands:

- Position involves listening, speaking clearly and visual acuity
- Position involves extended periods of sitting while working with computers
- Position involves frequent fingering keys repetitive motions operation computers or other technology equipment
- Position involves occasional lifting up to 10 pounds of office supplies or mail

Work Environment

- Normal office conditions
- Position may travel between buildings as needed