

Position: Multimedia content specialist

Pay Grade: AP1

Duty Days: 230

Salary: KISD Current Staff Compensation Plan

Primary Purpose:

To promote news and announcements of the district with a focus on social media and web content. This person will support both internal and external multimedia needs of the district and contribute in an active, demanding, and dynamic communication/public relations environment.

Qualifications: Candidate should have training/education in the following areas:

- Associate's degree or equivalent industry experience required
- Proven experience in the production of social media and web content using a variety of communication mediums required
- Bilingual in Spanish preferred

Special Knowledge/Skills:

- Proven experience in social media and website productions; examples of projects required for interview
- Strong writing, editing and research skills
- Ability to manage content of large websites using a content management system
- Ability to rapidly and accurately create content for various social media platforms such as Twitter, Facebook and Instagram
- Ability to consistently meet deadlines
- Knowledge of AP style, preferred
- General knowledge of digital photography
- Working knowledge and experience with various computer programs including G Suite for Education, Photoshop, InDesign, Illustrator and web design platforms, and content management systems
- Self-motivated with the ability and willingness to also work within a team
- Ability to work with stakeholders at all levels, including the general public
- Ability to effectively manage multiple projects and tasks

Duties include but are not limited to the following:

- Hourly updates and scheduling of district social media sites and web content
- Manage web site content, ensuring legal compliance and current information
- Support campus, department and program-specific internet solutions for public/stakeholders
- Attend District events, as needed
- Conduct webpage usability assessments and guidance in support of department and program-generated online content
- Ensure web pages are accessible for persons with disabilities and meet OCR requirements including training of staff, as necessary
- Conduct training to ensure that all stakeholders are proficient to update district, campus and department websites
- Participate in professional development to improve and enhance job performance

- Conduct web site/page traffic and performance analysis
- Support overall District communications strategy, planning and strategic direction
- Support other members of the Communications team in fulfillment of duties and responsibilities
- Perform other duties as assigned

Work Conditions:

- Maintain emotional control under stress; work with frequent interruptions
- Repetitive hand motions; prolonged use of computer
- Occasional prolonged and irregular hours