



**SECTION I: GENERAL INFORMATION**

<b>Position Title:</b> Digital Communications Specialist	<b>Department:</b> Communications
<b>Reports to:</b> Director of Marketing & Communications	<b>FLSA Status:</b>
<b>Classification:</b>	<b>Bargaining/ Work Unit:</b>
<b>Position Last Updated:</b> September 2020	<b>Next Position Description Update:</b>

**SECTION II: JOB SUMMARY**

Responsible for content creation, social media management, website updates and supporting internal and external communications at the direction of the Director of Marketing and Communications. Content creation includes taking photos, creating simple graphics, as well as articles for newsletters, social media and the website. Strategically schedule social media content across multiple platforms and support schools in managing their social media pages.

**SECTION III: DUTIES AND RESPONSIBILITIES**

<b>Duty/ Responsibility Number:</b>	<b>1</b>	<b>Statement of Duty/ Responsibility:</b> Serve as primary support for social media strategy implementation and management. Current platforms include LinkedIn, YouTube, Facebook, Twitter and Instagram.
<b>Percent of Time:</b>	<b>50%</b>	

**Tasks involved in fulfilling the above duty/ responsibility:**

- Write engaging short-format content for social media
- Support staff with the use of district-provided social media tools
- Take photos and videos throughout the year for use on social media
- Monitor and respond to the community through social media
- Use an editorial calendar to track posts, monitor coverage and create monthly reports

<b>Duty/ Responsibility Number:</b>	<b>1</b>	<b>Statement of Duty/ Responsibility:</b> Serve as support for website management across all school and District pages.
<b>Percent of Time:</b>	<b>30%</b>	

**Tasks involved in fulfilling the above duty/ responsibility:**

- Write engaging medium and long-format content for the website
- Review website on a periodic basis to remove/update outdated content
- Review website on a periodic basis to ensure ADA compliance
- Update and add new content to the website (blogs and student features)
- Support school staff who have access to the website with training and guidance

<b>Duty/ Responsibility Number:</b>	<b>1</b>	<b>Statement of Duty/ Responsibility:</b> Other duties as assigned, including but not limited to photography, public relations, event management, etc.
<b>Percent of Time:</b>	<b>20%</b>	

**Tasks involved in fulfilling the above duty/ responsibility:**

- Tasks will vary as needed but may include:
  - Support community events like the Kindergarten Kickoff, Penn Open Streets, Homecoming, graduation, employee recognition week events, etc.
  - Assist with public relations
  - Capture photos and videos across the District to use on social media, the website, etc.
  - Assist the Director with special projects such as the strategic plan, community newsletter, districtwide messaging and back-to-school campaigns

**SECTION IV: KNOWLEDGE, SKILLS, AND ABILITIES****Knowledge:**

- Knowledge of customer service or community relations
- Knowledge of marketing and communication through the use of digital media
- Knowledge of a variety of social media platforms
- Knowledge of website management
- Knowledge of AP style
- Knowledge of Adobe Creative Suite

**Skills:**

- Skills in journalism, blogging, creative writing or similar
- Skills in word processing
- Skills in basic photography and video recording, editing and processing
- Demonstrated attention to detail

**Abilities:**

- Ability to think strategically
- Ability to effectively communicate
- Ability to collaborate
- Ability to work a flexible schedule to meet the needs of the programs and established deadlines

**SECTION V: EDUCATION/ CERTIFICATION REQUIREMENTS**

**Minimum:**

- Bachelor's degree in writing/journalism, graphic design, digital communications or related field OR Associate's degree with 2-3 years of experience related to the position.

**SECTION VI: EXPERIENCE REQUIREMENTS****Minimum:**

- Minimum 2 years developing and writing various communications aligned with professional organizational goals and messaging.
- Experience in the use and support of multiple communications technologies in an educational setting along with an interest and ability to learn more of the same.

**Preferred:**

- Experience in school and community settings.
- Experience with Facebook, Instagram, YouTube, LinkedIn and Twitter.
- Experience with videography and video editing.
- Experience with photography and photo editing.
- Experience using Adobe Creative Suite.

**SECTION VII: COMPETENCIES AND/OR VALUES COMMON TO ALL POSITIONS**

- A clear and demonstrated commitment to the District mission, which is to inspire and empower each individual to learn, grow and excel.
- Perform assigned responsibilities in a manner consistent with the District's established core values.
- Advance the District's mission and values through careful attention to the key issues of learning, environment and resources.