

## Digital Strategy Coordinator

**Department:** Community Relations  
**Reports to:** Digital Strategy & Communications Manager  
**Placement:** Classified Non-exempt Salary Schedule, Grade 13  
**Term:** See Duty Day Calendar

### Position Summary:

The Digital Strategy Coordinator supports the development and execution of digital communications that strengthen the district's brand, engage the community, and enhance the user experience across online platforms. This role assists with managing social media, digital content, and campaigns, helping to tell the story of TUHSD's students, staff, and school achievements. This position is ideal for a detail-oriented, creative communicator who thrives in a collaborative environment and has strong skills in content creation, social media, and digital engagement. **This is a Part-Time position at 20 hours/week and offers flexible scheduling within standard business hours; occasional evening or weekend coverage for events may be required.**

### Essential Functions:

#### *Social Media Coordination*

- Create, schedule, and publish engaging content across district social media platforms (Facebook, Instagram, Twitter/X, LinkedIn, YouTube, etc.).
- Monitor engagement, respond to community interactions, and share relevant updates in alignment with district priorities.

#### *Content Creation & Storytelling*

- Produce digital content, including copywriting, photography, short-form videos, and graphics, highlighting student successes, staff achievements, and district initiatives.
- Maintain a consistent brand voice and visual identity across all platforms.

#### *Digital Campaign Support*

- Assist with the execution of marketing and communication campaigns, including email outreach, enrollment promotions, and event announcements.
- Help track campaign performance and suggest improvements.

#### *Analytics & Reporting*

- Collect and summarize basic analytics from social media, websites, and email platforms to measure engagement and inform content planning.

#### *Collaboration & Support*

- Coordinate with district and school site staff on communication needs.
- Provide basic training and resources for school-based website or social media updates, as needed.
- Other duties as assigned.

### Training and Experience:

- Associate's degree or equivalent coursework in communications, marketing, digital media, or related field (Bachelor's degree preferred).
- 1–3 years of experience in social media management, content creation, or digital communications.
- Strong writing, editing, and visual storytelling skills.
- Ability to manage multiple projects, meet deadlines, and work independently.

### Knowledge of:

- Social media platforms (Facebook, Instagram, and TikTok) and best practices.
- Graphics and audio/visual production, communication, and dissemination techniques and methods.
- Social media management tools (e.g., Hootsuite, Buffer, Meta Business Suite).
- Basic graphic design tools (e.g., Adobe Creative Suite, Canva).
- Analytics dashboards (Google Analytics, social media insights).

**Skill In:**

- Excellent oral and written communication skills; communicates professionally
- Understanding of writing for web and social media standards
- Excellent customer service skills
- Ability to work collaboratively and independently to work toward critical deadlines
- Detail-oriented

**ADA and Other Requirements:**

Positions in this class typically require climbing, crawling, stooping, kneeling, crouching, standing, walking, pushing, reaching, lifting, feeling, talking, hearing, seeing, and repetitive motions.

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally, and all other sedentary criteria are met.

*When duties and responsibilities change and develop, this job description will be reviewed and subject to changes of business necessity.*