

FALLBROOK UNION ELEMENTARY SCHOOL DISTRICT

BOARD POLICY

CLASSIFIED PERSONNEL

DIGITAL MEDIA SPECIALIST

JD 4200.1

Definition

The Digital Media Specialist serves as a member of the Classified Management Team. Under the direction of the Director of Communications, they will perform a variety of technical duties related to website operations and content management, digital and print graphic design, and support of social media and other creative services. This position will support the Communications Team and the Expanded Learning Department.

Responsible to

Director of Communications

Examples of Duties

1. Maintain, update and oversee website operations including maintenance of hosting servers, SSL encryption certificates, domain registration and plugins.
2. Maintain and curate content for district and school websites such as informational pages and directories.
3. Develop and integrate digital processes for contact forms, registration processes, and request systems for Expanded Learning Programs.
4. Analyze and report website performance and analytics to leadership to support website improvements.
5. Research new products and emerging technologies and participate in the development of short and long-range goals for district websites and digital communications.
6. Support Expanded Learning Programs for promotional and information campaigns and designs.
7. Work with key stakeholders and Communications Director to design and develop digital media for school-site initiatives and district-wide campaigns.

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8. Coordinate communications initiatives and designs with the Director of Expanded Learning for both school and district-wide Expanded Learning campaigns.
9. Provide pre-production services for large scale printing projects, mailings and promotions.
10. Support communications department with photography for events and campaigns.
11. Perform video editing for external promotion and internal communications videos.
12. Develop and design presentations for leadership use.
13. Organize Communications Department design files, content and digital storage.
14. Provide training to district staff for website and digital processes.

Qualifications Guide

Knowledge of:

1. Mastery of Adobe Photoshop, Illustrator, In Design.
2. Proficient in Premiere, After Effects and Adobe CC Programs.
3. Experience with Wordpress, CSS and HTML5.
4. Experience with WP plugins such as DIVI and Formidable Forms.
5. Understanding of basic photography and videography.
6. Experience in Design specifically for presentations.

Ability to:

1. Manage multiple projects simultaneously and with shifting priorities.
2. Organize project timelines and calendar, ability to prioritize and meet deadlines.
3. Work cross-functionally and with senior leaders.
4. Contribute to design projects from ideation to creation through implementation.
5. Establish and maintain cooperative and effective working relationships with others.
6. Troubleshoot and diagnose web-based problems.

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Training, Education and Experience:

1. Bachelor's Degree in Graphic Design and/or Web Design.
2. 3+ years of experience managing website content for a large organization.
3. 5+ years of experience in graphic design in both print and web mediums.

Working Conditions

Environment

1. Office and School work environment.
2. Driving a vehicle to conduct work.
3. Some noise and temperature variations from computer equipment and adjacent offices.

Physical Demands

1. Hearing and speaking to exchange information and make presentations.
2. Dexterity of hands and fingers to operate a computer keyboard.
3. Finger and grasp objects.
4. Lifting of materials weighing up to 50 pounds.
5. Bend, stoop, kneel, crawl, stretch, lift and carry equipment and objects.