

## SALEM-KEIZER PUBLIC SCHOOLS JOB DESCRIPTION

2/22 EffectiveDate	<b><u>DIGITAL/MULTIMEDIA CONTENT PRODUCER</u></b> Job Title	2.8.34 Index
-----------------------	--	-----------------

### **DEFINITION**

To improve student achievement through the design and production of District multimedia communication such as presentations, events, publications, news releases, reports, video, web and other internal and external collateral; creates, writes and produces using graphic design programs; manages multimedia design and district's brand assets such as logos and icons.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives direction from an assigned supervisor. Methods of performing tasks are usually left to the judgment of the employee with a supervisor giving occasional instructions, advice, and decisions. Work is reviewed occasionally while in progress and upon completion.

### **ESSENTIAL FUNCTIONS OF THE JOB - May include, but are not limited to, the following:**

Manage digital and multimedia platforms and online events providing district and programs with advanced web design, multimedia services, social media design and management, online content creation and management and consultation.

Create a wide range of digital communications products that can include website design, multimedia presentations, videos, brochures, pamphlets, posters, illustrations, displays, and reports.

Producer of all online district events via Zoom and MS Teams and trains programs, departments and schools on how to use online platforms that include events, social and web and other authorized technology as it relates to external audience communications.

Creatively handle various online marketing tools such as websites, podcasts, and blogs, and business platforms like Zoom and MS Teams working with different teams to coordinate and promote the organization's communications, informational and promotional activities, using new media and digital tools.

Assist and support the communications team to ensure the development of effective internal and external digital communications processes.

Provide editing services for district publications. Associate editor for newsletters and publications for distribution both within and outside the District. Can include news releases, articles, and news items and editing the copy of other contributors.

Develop multimedia communications plans for district initiatives, including research and evaluation of effectiveness.

Organize online press conferences, and provide web and social support during crisis communications in a creative services role.

Maintain quality control and keep up to date on new digital, multimedia and social media standards.

Create, write and produce multimedia programs for District such web pages and social media pages. Oversee digital content creation and manage digital platforms, incorporating graphic design, video production, written and verbal communication, social media, and analysis into daily work.

Promote the district and boost audience engagement by implementing online tools. Build digital media campaigns, overseeing and monitoring the creation of digital content, and finishing up digital projects.

Design digital media campaigns according to district goals

Coordinate and manage the creation of all digital content such as website, blogs, press releases and podcasts, infographics, videos etc.

Establish our online platforms that include a strong social and web presence

Work to improve our brand presence

- Maintain and manage all our social media channels
- Suggest and implement direct marketing methods
- Suggest strategies and methods for improvement
- Regularly track and get insights into competitors' strategies
- Develop and monitor ROI and KPIs

Partner with members of the Communications Team to produce and execute digital channel experiences for internal and external web platforms, social media and YouTube channels

Create design content and posting to district social media, web and YouTube and other platforms as authorized and purchased as part of a strategic communications and marketing plan.

Maintain regular and consistent attendance and punctuality. Perform related duties consistent with job description and assignment.

## **MINIMUM QUALIFICATIONS**

### **Knowledge of:**

Social media best practices and measurement. Graphic and publication design  
Content Management Systems.

Strong knowledge of media and web editing software such as SharePoint, Web Press, Dreamweaver, Photoshop, Illustrator, After Effects or Premiere Pro.

Associated Press Style.

Producing and hosting online meetings, webinars and events using platforms such as Zoom and MS Teams.

Principles and practices of journalism. Ability to review, proofread, edit content.

Principles and techniques of planning, layout, and editing of brochures, pamphlets, newsletters, and other publications.

Principles and practices of photography and video production. Current office procedures, practices and computer equipment.

**Ability to:**

Work independently and as part of a team.

Use desktop and design publishing software such as InDesign, Illustrator and Photoshop.

Use electronic publishing platforms.

Prepare original, interesting and informative publications, videos and news articles. Analyze communication effectiveness and develop strategic plans.

Manage multiple projects and priorities.

Communicate clearly and concisely, both orally and in writing.

**Experience and Training**

Any combination of experience and training that would provide the required knowledge and abilities is appropriate. A representative way to obtain the required knowledge and abilities would be:

**Experience**

5 or more years' experience in communications, marketing and/or digital media and content management

3 plus years in managing social media and social media strategy

1-3 years of responsible public relations or communications experience that includes multimedia design.

Experience with Content Management Systems (CMS) desired.

**Training**

Equivalent to a bachelor's degree from an accredited college or university with major course work in graphic design, public relations, communications or a related field.

Candidates must be able to provide a portfolio of work.

## **PREFERRED SKILLS**

Advanced knowledge and abilities with computer graphic design tools, including but not limited to current versions of Adobe Suite, Illustrator, Flash, Photoshop, Dreamweaver, Premiere, and Acrobat.

- Experience with web design, web content management systems, and HTML
- Experience creating multimedia products that combine elements such as video, audio, animation, illustrations, and photos
- Experience designing publications and knowledge of the printing process
- Experience developing complex illustrations
- Familiarity with designing for mobile devices and Americans with Disabilities Act compliance
- Experience consulting with clients

Social media management, including engagement and strategy.

Strong writing skills for digital content, documentation of best practices and training materials for non-technical CMS users desired.

Effective organization, execution orientation and time management skills.

Growth mindset and passion to learn new technologies and skills.

## **Work Environment**

Climate controlled office settings and exposure to minimal noise intensity levels.

Moderate level of contact with district personnel and outside agencies/community.

## **Physical Requirements**

Frequent reaching, handling, talking and hearing. Mobility to work in a typical office setting and use standard office equipment, stamina to remain seated and maintain concentration for an extended period. Hearing and speech to communicate in person or over the telephone. Vision: Frequent near acuity; occasional far acuity. Vision to read printed materials, computer screens and/or other monitoring devices.

Strength:

Sedentary/Light – Exert force to 15 pounds occasionally or a negligible amount of force frequently to lift, carry, push, pull or move objects.

Salem-Keizer School District is an equal opportunity employer.