



Deer Valley Unified School District

JOB DESCRIPTION

JOB TITLE: **Digital Content Manager**

Position Type: Exempt	Department: Communications & Community Engagement
Salary Schedule: Exempt	Reports to: Manager of Communications & Community Engagement
Salary Range: 4	Location: District Office
Term of Employment: 12 months	Date: August, 17 2020
Shift: Day	Approved by: Human Resources

POSITION SUMMARY:

The Digital Content Manager creates, distributes, maintains, and manages the District's web, video, and digital content to support communications, marketing, employee relations, media relations, crisis communications, and community engagement.

This position serves as the primary website contact and oversees District and school websites, teacher websites, and school webmasters, as well as serving as the District photographer and videographer.

The person serving as Digital Content Manager

- takes a leadership role in generating new and exciting digital content, graphics, promotions, and campaigns concerning schools, programs, events, and achievements
- Manages the District's digital content for websites, portal, mobile App, and social media to meet District marketing and communication goals
- Ensures that all digital content meets established standards and complies with appropriate policies, guidelines, and laws.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

ESSENTIAL FUNCTIONS:

- Creates digital content and develops websites through coordination with the Director of Communications & Community Engagement and other key personnel to support the marketing and communications strategies aligned with District goals.
- Creates and updates new web pages, websites, and portal pages, as well as regularly reviewing District and school websites to support the DVUSD brand and image.
- Develops website standards and works with staff to implement graphical and organizational standards.
- Provides ongoing training to school webmasters, teachers, and staff on the use of web applications and website editing for District/school websites, teacher websites, web pages, and portal pages.
- Proactively works with stakeholders to develop content that increases awareness of District schools and programs.
- Provides customer service to all levels of users and encourages timeliness and accuracy of web page information.
- Works with network personnel on issues of hardware and software that affect the websites.
- Ensures compliance with applicable legal requirements and DVUSD policies on website usage, security and accessibility standards.
- Maintains proficiency with software and computers for developing websites.
- Acts as the District photographer to gather digital content for websites, social media, publications, and traditional media.
- Acts as the District videographer by producing, lighting, recording, editing, and posting video used on websites, social media, in presentations, etc.
- Edits videos and clips with video editing software such as Adobe Premier, Adobe After Effects, Apple Final Cut and Apple Motion.
- Produces graphics for websites, publications, and videos.
- Works in coordination with the Director of Communications & Community Engagement and other key personnel to develop a social media communications strategy and maintain output of consistent messages across multiple social media platforms.
- Assists during times of emergency by creating and posting alerts on the website and social media.

MARGINAL DUTIES:

- Assist other personnel as may be required for the purpose of supporting them in the completion of their work activities.
- Complete other job related duties as assigned by the supervisor.

SUPERVISORY RESPONSIBILITIES:

- Supervises school webmasters

OTHER SKILLS/ABILITIES/KNOWLEDGE/WORK STYLE:

- Has working knowledge of Apple and Windows computers.
- Experience with web production software such as Fireworks, Dreamweaver, Photoshop, Quicktime, RealPlayer, Illustrator, and Adobe Acrobat, is desirable.
- Skills in programming HTML, javascript, php and code as needed for dynamic web pages.
- Demonstrates the ability and desire to provide outstanding customer service.
- Demonstrates the ability to work effectively under time constraints.
- Must maintain a well-groomed appearance and follow the DVUSD Dress Code.
- Must be a team player and get along well with others.
- Must be highly organized with the ability to multitask.
- Must be detail-oriented and self-motivated.
- Handwriting must be legible.
- Must effectively interact with other department personnel.
- Must have excellent communication skills.
- Must have excellent memory and ability to function well under stress.
- Must be able to work independently with minimal supervision and/or assistance.
- Must demonstrate an extremely high regard for confidential and sensitive information.
- Must demonstrate flexibility, common sense, and good judgment.
- Must have the ability to keep abreast of information pertinent to the job.
- Must have the ability to effectively present information in one-on-one and small group situations.

CERTIFICATES, LICENSES AND REGISTRATIONS REQUIRED:

- Must have authorization to work in the United States as defined by the Immigration Reform Act of 1986.

EDUCATION AND/OR EXPERIENCE:

- High school diploma or general education degree (GED) required.
- Work experience in web design and development, including development of complex HTML documents and embedded graphics, forms, audio, video and script objects required
- Work experience in photography and video, including lighting, audio, shooting, producing, and editing

LANGUAGE SKILLS:

- Demonstrates the ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals.
- Demonstrates the ability to write routine reports or correspondence.
- Demonstrates the ability to speak effectively before groups of customers or employees of the organization.

MATHEMATICAL SKILLS:

- Demonstrates the ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference and volume.
- Is able to apply concepts of basic algebra and geometry.

REASONING ABILITY:

- Demonstrates the ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Is able to read and interpret a variety of instructions and data furnished in written, oral, diagram, or schedule form.

PHYSICAL DEMANDS:

- Regularly required to stand, reach with hands and arms, talk or hear and taste or smell.
- Frequently required to use hands to finger, handle, or feel objects, tools, or controls.
- Must be able to walk, and occasionally climb or balance; stoop, kneel, crouch or crawl.
- Must regularly lift and/or move up to 30 lbs.
- Must have close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

ENVIRONMENTAL CONDITIONS:

- The noise level in the work environment is usually moderate.
- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

COMMENTS:

This job description is intended to be representative of the work performed by employees in this position and is not all-inclusive. The omission of a specific duty or responsibility will not preclude it from the position if the work is similar, related, or a logical extension of position responsibilities as defined by the supervisor.

This is a temporary management guide tool, subject to change.