DIGITAL COMMUNICATIONS SPECIALIST

DEFINITION
Under general supervision of the assigned manager/supervisor, oversee, manage, design, and maintain District and/or college digital media platforms, including websites and official social media channels. Work with District and college staff to coordinate and execute a cohesive District-wide and/or college digital communications and marketing strategy with the goal of growing the brand(s) of Los Rios and its colleges and meeting organizational marketing/communications objectives.

TYPICAL DUTIES
Create and execute digital communications and marketing strategies that support District and college goals and align with other strategies throughout the organization; create, manage and organize content on District and/or college websites in a variety of formats, ensuring consistency with District standards and industry best practices; ensure that websites are well designed, responsive and properly maintained; create, edit and manage content on websites, working closely with District and/or college web content leaders to coordinate consistent and efficient content practices District-wide and/or at each college; identify ways to improve usability of websites; provide content and design support; design, produce, modify, and evaluate multimedia, web-based content, and other media applications to include audio, video, graphic, web publishing, digital photography, imagery, and web design; coordinate database integration for the web-based content management system and similar web applications; serve as a resource for faculty and staff; create and execute strategic social media strategies for District and/or college platforms, including development and implementation of social media content and schedules, integrating District and college communications priorities and coordinating with District and/or college content, and providing regular content for District and/or college social media platforms, including responsive engagement with online community; develop and present trainings, workshops and tutorials on the use of the web-based content management system for staff to help users effectively communicate to key stakeholders; oversee the work of temporary employees; perform related duties as required.

QUALIFICATIONS

EXPERIENCE
Two years of experience in publication and application of computer-based multimedia for marketing and communication purposes, web design, content creation and editing, multimedia programming and technology, digital imaging, editing of video and audio; and, using multiple multimedia platforms and development and production software and equipment. (One year of experience is equal to 12 months of experience at 40 hours per week. Applicable part-time experience will be converted to the full-time equivalent for purposes of meeting the experience requirement.)

EDUCATION
Bachelor's degree from an accredited institution in a design field, marketing, media communications, or related field; OR, an Associate degree from an accredited institution in one of the aforementioned disciplines plus two additional years of qualifying experience.
KNOWLEDGE OF
Principles of and techniques used for design and maintenance of web sites; use of technology to effectively perform responsibilities, including but not limited to software applications related to web development, word processing, graphics, authoring, spreadsheet, database, and multimedia specific packages for a variety of platforms; scripting and programming languages common to content management systems and similar web applications; common social media platforms; databases and other data storage methods common to content management systems and similar web applications; media product design principles and practices; training others how to perform specific tasks; effective customer service skills; composing effective correspondence; communicating effectively with others orally and in writing based on the needs of the audience; the structure and content of the English language including the meaning and spelling of words, rules of composition, grammar, and recordkeeping; numbers, their operations, and interrelationships, including arithmetic at the level required to effectively perform the duties of the position.

ABILITY TO (ESSENTIAL FUNCTIONS)
The ability to perform the essential functions of the position; sustain regular work attendance; work cooperatively and effectively with the public, students, faculty and staff; exercise initiative and mature judgment; work as a member of a team; meet schedules and time lines; manipulate electronic equipment to design and produce multimedia, web and video packages, including digital editing and production organization; adapt to changing technologies; effectively learn and use software packages, establish best practices in that software, and communicate these practices; provide programming, design support and database integration for content management systems and similar web applications; organize projects; perform research; work independently; understand information and ideas presented orally and in writing; effectively communicate information and ideas orally and in writing; work successfully with diverse populations; maintain records and make technical reports as required.

TYPICAL EQUIPMENT USE (May include, but not limited to)
Current office technologies including computers, printers, copiers, faxes and telephones; other equipment common to the field to which the position is assigned.