

SANTA CLARA COUNTY OFFICE OF EDUCATION

CLASS TITLE: DIGITAL COMMUNICATION SPECIALIST

BASIC FUNCTION:

Under the supervision of the assigned administrator, the Digital Communication Specialist (DCS) manages and works collaboratively with internal partners to create diverse and engaging web content to engage staff, students, families, and community in the mission and work of the Santa Clara County Office of Education (SCCOE); monitors engagement of SCCOE online activities through reports and dashboards; analyzes impact using established metrics; creates plans for strategic and innovative content for digital communication channels with an emphasis on website management, mass communications, multimedia presentations, website and marketing design, and video production as well as manages the software for the digital bookings of the organization's conference rooms/center; supports the goals of the organization's equity, diversity, inclusion, and partnership-driven communications team, executing strategies to inform and engage all students, families, and communities.

REPRESENTATIVE DUTIES:

The following duties are examples of assignments performed by incumbents in this classification. It is not a totally comprehensive list of duties, nor is it restrictive regarding job assignments.

ESSENTIAL DUTIES:

Continuously monitors SCCOE website to ensure continuity of language, content, and style; ensures content is current; creates, updates, coordinates and manages content for the organization in alignment with strategic initiatives and branding.

Assures web content and accessibility comply with Americans with Disabilities Act (ADA) requirements.

Monitors digital engagement of SCCOE online activities through reports and dashboards; analyzes data using established metrics; recommends innovative strategies to improve, enhance, and grow online presence.

Curates a digital footprint for the SCCOE to maximize impact of digital campaigns and enhance awareness of the organization's brand; maintains awareness of current trends; monitors the digital content of other organizations.

Collaborates with internal partners on a variety of topics; makes recommendations on content for department specific web pages and social media campaigns.

Provides training for internal teams in terms of digital content development; develops and implements review protocols.

Supports the web team by proofing, editing, and crafting online content in partnership with team members.

Ensures editorial integrity and accuracy for all online content by identifying and fixing content problems.

Participates in and contributes to the planning and execution of the annual marketing and communication plan.

Assists in the designs and creation of culturally responsive digital content to promote the programs and services of SCCOE to internal and external audiences.

Creates website content, multimedia presentations, videos, podcasts, blogs, marketing materials, publications, digital newsletters, visual displays, and signage.

Assists in photographing and recording events, programs, and activities for marketing and messaging purposes.

Catalogues and maintains a library of multimedia presentations, branding, graphic images, photos, video, and other digital assets and resources.

Works in collaboration with the Conference Center Coordinator to ensure that digital displays accurately reflect daily activities and events.

Prepares and develops a variety of reports related to assigned functions, ensures accuracy of the reports.

Establishes and maintains documentation, records, files, filing systems and logs relating to assigned functions.

Operates a desktop computer and peripheral equipment; uses specialized software in the course of assigned duties.

OTHER DUTIES:

Performs related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Analytics tools including Facebook Insights, Google Analytics, and aspects of search engine optimization (SEO).

Video production and editing; photography; digital media management; e-marketing; design and development of graphics, multimedia presentations, marketing materials, e-newsletters, and other digital publications.

Content development in systems such as SharePoint and Canvas, or equivalent.
Desktop publishing, and design applications such as: Photoshop, Illustrator, InDesign.
Graphic design techniques and methods.
ADA requirements related to web content and accessibility.
Oral written and communication skills.
Correct English usage, grammar, spelling, punctuation, and vocabulary.
General organization and services provided by the SCCOE.
Methods for collecting and organizing data and information.
Record-keeping techniques.
SCCOE operations, policies, and objectives.
Operation of a desktop computer and office and specialized software utilized.
Interpersonal skills including the use of tact, patience, and courtesy.

ABILITY TO:

Write and edit a variety of materials that are creative, descriptive, technical, and factual.
Effectively read, write, edit, and proofread in English.
Work collaboratively to communicate with team members, parents, students, school personnel, and community stakeholders from diverse cultures and backgrounds.
Work in a high-volume, fast-paced environment and meet deadlines.
Represent organizational values in all communication.
Be attentive to detail, learn new things quickly.
Remain abreast of emerging and changing social media technologies and trends.
Be creative in both problem-solving and idea-generation.
Discern the essential from the non-essential.
Meet schedules and timelines.
Prepare and maintain a variety of records, logs, and files.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: Bachelor's degree in Communications, Marketing, Journalism, or related field and two years' experience in communications, public relations, marketing, and/or digital communications.

WORKING CONDITIONS:

ENVIRONMENT:

Duties are primarily performed in an office environment while sitting at a desk operating a computer terminal. Incumbents are subject to extensive public contact with external agencies, media officials, and other individuals seeking information.

PHYSICAL DEMANDS:

Use hands and fingers to operate desktop computer keyboard or other office equipment.

Reach with hands and arms.

Stoop, kneel, or crouch to file.

Speak clearly and distinctly to answer telephones and to provide information.

See to read fine print and operate a computer.

Hear and understand voice over telephone and in person.

Approved by the Personnel Commission: November 10, 2021



Marisa Perry
Director III – HR / Classified Personnel Services

Date: 11/10/21