

DIGITAL COMMUNICATIONS SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: This position involves responsibility for promoting and building strong communication links between the district, schools, parents, staff, and community. An employee in this class is responsible for providing a continuum of communications services that includes website design and management, social media management, and other coordinated public information services. The work involves responsibility for the design, implementation, and maintenance of school districts' web sites, as well as developing and writing content for electronic and print use and helping implement communications projects and strategies. Work is performed under the general supervision of a higher-level employee with considerable leeway allowed for the exercise of independent judgment and initiative in carrying out the details of the work. Supervision is not usually a function of this class. Does related work as required.

TYPICAL WORK ACTIVITIES: The typical work activities listed below, while providing representative examples of the variety of work assignments in the title do not describe any individual position. Incumbents in this title may perform some or all of the following, as well as other related activities not described.

Designs, implements and maintains a visually compelling and technically effective school web site utilizing typographic and graphic design techniques, photography and illustration;

Coordinates the transfer of web site content from test to production with appropriate personnel to maintain quality assurance standards;

Uses various website tools, such as forms, electronic notifications, calendar systems, listserv or broadcast email programs;

Coordinates web project timelines and the nature and schedule of specific projects, in conjunction with departmental personnel, to ensure project timeframes are appropriate and can be met;

Monitors visitor traffic and recommends any necessary programming changes;

Analyzes and resolves design layout, content and implementation problems;

Responds to technical issues of site administration and infrastructure issues;

Monitors electronic presence for accessibility compliance and makes necessary adjustments;

Creates, curates, monitors and manages all social media published content (images, videos, ads, etc.) for the purpose of sharing news, cultivating relationships, and building online reputations;

Analyzes key metrics and tweaks strategy as needed;

Analyzes, reviews, and reports on effectiveness of campaigns in an effort to maximize results and show return on investment;

Attends various educational events and activities to gather information;

Takes photographs for use in newsletters, district publications, media releases, websites and social media;

Writes and distributes news releases and accompanying photographs to various news media;

Coordinates media invitations and attendance at events;

Plans, develops, writes, proofreads, edits, reproduces, and distributes school publications (i.e. newsletters, brochures, calendars, special marketing materials, etc.), and electronic communications content, including photographic and graphic design components;

May provide technical assistance to personnel relating to the promotion of programs and services on the web and its' benefits to users.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Good knowledge of web-based applications and technologies; good knowledge in the installation, configuration and maintenance of web sites; good knowledge of social media platforms for business marketing purposes; good knowledge of the layout and design of promotional material; working knowledge of publicity principles, practices, terminology and methods; working knowledge of web site and web page design, including writing, editing, layout design and programming; ability to communicate effectively both orally and in writing; ability to coordinate the production of school publications including photographic and graphic design components; ability to establish and maintain effective working relationships; detail-oriented; initiative; resourcefulness; tact; courtesy; good marketing skills; good judgment.

MINIMUM QUALIFICATIONS: Either:

- A. Graduation from a New York State registered or regionally accredited college or university with a Bachelor's Degree in Computer Science, Information Technology, Graphic Technology, Graphic Communications, Computer Graphics, Public Relations, or a closely related field and one (1) year of full-time paid experience, or its' part-time equivalent, in public and community relations which included experience in web design and/or development; **OR**
- B. Graduation from a New York State registered or regionally accredited college or university with an Associate's Degree in Computer Science, Information Technology, Graphic Technology, Graphic Communications, Computer Graphics, Public Relations, or a closely related field and (3) years of full-time paid experience, or its' part-time equivalent, in public and community relations which included experience in web design and/or development; **OR**
- C. Graduation from high school or possession of a high school equivalency diploma and five (5) years of full-time paid experience, or its' part-time equivalent, in public and community relations which included experience in web design and/or development; **OR**
- D. An equivalent combination of training and experience as described in A, B and C above.

Special Requirement: At time of appointment and throughout the duration of employment in this title, the incumbent must possess and continuously maintain a valid New York State Driver's License.

Special Requirement for appointment in School Districts including BOCES: In accordance with the Safe Schools Against Violence in Education (SAVE) legislation and by the Regulations of the Commissioner of Education, candidates for employment in school districts must obtain clearance for appointment from the State Education Department based upon fingerprinting and a criminal history background check.

ULSTER COUNTY
2522 DIG COM SP
Classification: Competitive
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Adopted: January 29, 2019