

SENIOR 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 digital and traditional public relations services. The work involves responsibility for the design, implementation, and maintenance of school districts' web sites and social media presence, as well as developing and writing content for electronic and print use and helping implement communications projects and strategies. The work also includes scheduling work of team members, mentoring and training, and managing project timelines, quality control and client satisfaction. 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 normally 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.

Guides, monitors, motivates and leads an assigned team to complete projects;

Coordinates the day-to-day activities of the team and delegates tasks;

Acts as client liaison to ensure customer satisfaction;

Provides digital communications counsel and assistance to administration;

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;

Monitors electronic presence for accessibility compliance and provides necessary solutions;

Confers and guides teams and clients to identify and prioritize needs, develop content criteria, or choose solutions;

Keeps informed of the latest Web applications practices through education, study, and participation in conferences, workshops and groups;

Organizes files and content for retrieval;

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 in an effort to maximize results and show effectiveness;

Coordinates coverage of various educational events and activities to gather information and photographs for use in newsletters, district publications, media releases, websites and social media;

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

May provide technical assistance to personnel relating to best practices for public relations, websites, or social media.

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 lead others and delegate tasks; ability to solve problems; ability to manage projects; 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. Possession of a Bachelor's Degree in Computer Science, Information Technology, Graphic Technology, Graphic Communications, Computer Graphics, Public Relations, or a closely related field and two (2) 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**

- B. Possession of an Associate's Degree in Computer Science, Information Technology, Graphic Technology, Graphic Communications, Computer Graphics, Public Relations, or a closely related field and four (4) 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 six (6) 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.

Note: Your degree or college credits must have been awarded or earned by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree was awarded by an educational institution outside the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the Internet at <http://www.cs.ny.gov/jobseeker/degrees.cfm>. You must pay the required evaluation fee.

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.

ULSTER COUNTY
6118 SR DIG SPE
Classification: Competitive
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Adopted: March 7, 2023