

Title:	Digital Communications Specialist	Reports To:	Senior Manager Community Affairs	
Department:	Business Services	Bargaining Unit:	<input type="checkbox"/> CSEA 860 <input checked="" type="checkbox"/> CSEA 27 <input type="checkbox"/> AEA	<input type="checkbox"/> Management <input type="checkbox"/> Confidential <input type="checkbox"/> Unrepresented
Hours:	Varies	No. of Work Days:	261	
FLSA Classification:	<input type="checkbox"/> Exempt <input checked="" type="checkbox"/> Non Exempt	Type:	<input type="checkbox"/> Reclassification <input type="checkbox"/> Update of job description <input checked="" type="checkbox"/> New job description	
Salary Schedule:	<input type="checkbox"/> Contract <input type="checkbox"/> Executive Cabinet <input type="checkbox"/> Administrative/Supervisory <input type="checkbox"/> Confidential		<input type="checkbox"/> Licensed <input type="checkbox"/> Unrepresented <input checked="" type="checkbox"/> CSEA 27 – Range 42 <input type="checkbox"/> CSEA 860	

DEFINITION

Under direction of AUSD’s Senior Manager, Community Affairs, the Digital Communications Specialist performs a variety of specialized communications, marketing, and public relations duties for the purpose of sharing information and shaping a comprehensive image of AUSD to key stakeholders. Those duties include facilitating and enhancing community knowledge and awareness of AUSD and school site programs, events, and activities; performing a variety of specialized duties in the preparation, composition, design, editing, and distribution of a range of communications (including digital newsletters, promotional materials, publications, photos, and videos); managing visual assets and information for AUSD website and social media outlets; and performs related duties as assigned. The Specialist will work closely with the Senior Manager to ensure consistency and quality across District communications and adherence to the District’s strategic communication goals and priorities.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from Senior Manager, Community Affairs.

ESSENTIAL FUNCTIONS

- Contributes to the planning, implementation, and maintenance of a comprehensive communications program, using a variety of media and techniques, including public information, media relations, publications, video, social media, marketing, and website content.
- Collaborates with AUSD departments and partners to design, develop, and maintain AUSD web pages.
- Coordinates with teachers, site administration, supervisor, and other trades for the purpose of gathering appropriate information and resources to successfully complete a variety of projects.

- Produces marketing concepts and messages via video, electronic and graphic communications for internal and external organizational events (e.g., graphics, promotional displays, etc.) for the purpose of promoting and publicizing AUSD actions, activities, and accomplishments.
- Determines proper content and artistic and visual layout to maximize effectiveness, clarity, consistency, and functionality, as well as meet AUSD goals and objectives.
- Designs, implements, and ensures functionality of website features, applications, links, forms, surveys, and scripts.
- Creates, scans, and modifies graphics for website use.
- Produces high-quality video, graphic design, and digital media content for internal and external audiences.
- Conducts interviews and photographs students, teachers, administrators, staff, and the public.
- Attends, photographs, videotapes, and reports on AUSD-related events and activities.
- Produces and edits prints, graphics, and images for production and reproduction.
- Coordinates, films, produces, and edits a variety of videos for use by AUSD and its school sites and departments.
- Prepares written and multimedia content for social media platforms, AUSD website, newsletters, internal platforms, and other mediums as assigned.
- Prepares, designs, edits, and distributes a variety of materials including, but not limited to, promotional materials, advertising collateral, posters, flyers, displays, camera-ready artwork, guides, handbooks, brochures, and signage.
- Provides insight and guidance to the Senior Manager on effective digital communication and community engagement strategies, tactics, and best practices.
- Supports emergency communication strategies and efforts through the production of written and recorded messages across multiple platforms.
- Performs other related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Public relations and communications practices, ethics, and procedures
- Effective strategies and practices in communication and stakeholder engagement
- Graphic design principles and techniques
- Computer graphics, page layout, image scanning, hosting resources, publishing techniques, programming languages, and software
- Principles, practices, and procedures of website design, development, and implementation
- Social media engagement on applications including YouTube, Facebook, Twitter, and Instagram
- Correct English usage, grammar, spelling, punctuation, and vocabulary
- Effective verbal and written communication skills

Ability to:

- Work cooperatively, collaboratively, efficiently, and effectively within a diverse team and with a variety of district and community partners
- Handle multiple tasks, work under pressure, and work with priorities/deadlines subject to frequent change
- Use good judgment and have a strong sense of ethics
- Exhibit sensitivity to diversity, cultural competency, equity, and access
- Maintain confidentiality of sensitive and privileged information

- Organize, edit, and lay out publications
- Operate professional video, photo, and design production and editing equipment and software

Education and Experience:

- Bachelor's degree from an accredited college or university
- Two years of full-time professional experience in communications or related field (e.g., graphic design, marketing, video production, journalism, public relations, or communications)
- Any other combination of training and experience that would likely provide the required skills, knowledge, and abilities may be considered.

PHYSICAL DEMANDS

Frequency Key: None (N); Occasional - up to 25% of shift (O); Intermittently – up to 50% of shift (I); Frequently – up to 75% of shift (F).

Activity	Frequency		Activity	Frequency
Bend	I		Lift/carry 0-10 lbs	F
Twist	O		Lift/carry 11-25 lbs	I
Squat	I		Lift/carry 26-40 lbs	O
Kneel	I		Lift/carry 41-100 lbs	N
Climb	O		Stand	I
Reach above shoulder	I		Walk	I
Grip/Grasp	F		Sit	F
Extend/Flex Neck	O		Drive	O
Use Dominant Hand	F		Perform Repetitive Hand Motions	F
Use Non-Dominant Hand	O		Keyboarding/Mouse Work	F
Ability to See	F		Ability to Hear	F

ENVIRONMENTAL ELEMENTS

Employees primarily work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees occasionally work outdoors and are exposed to dust, fumes, allergens, vermin, parasites, or insects.

THE ALAMEDA UNIFIED SCHOOL DISTRICT IS AN EQUAL OPPORTUNITY EMPLOYER and, in compliance with federal and state laws, does not discriminate in any employment practice on the basis of age, ancestry, color, marital status, medical condition, national origin, political or union affiliation, physical or mental disability, race, religion, sexual orientation or sex.