

San Diego Community College District

CLASSIFICATION DESCRIPTION

Title: Digital Communications Specialist

Unit: Supervisory & Professional

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Job Code: D1175
Original Date: 09/2014
Last Revision: 09/2014
Staff Type: Classified
FLSA status: Non-Exempt
Salary Range: 10

DEFINITION

Under the direction of the Director, Communications and Public Relations (Director), plan, design, develop, implement, oversee, and maintain a digital communications strategy to strengthen SDCCD's public image and build stronger relationships with key audiences. Perform daily duties with a high degree of independence and minimal oversight; provide essential writing and editing support to the Communications and Public Relations team; serve on committees and advisory boards; represent the District as appropriate; make recommendations and provide advice.

EXAMPLES OF DUTIES

1. Manage social media efforts on behalf of SDCCD including use of official SDCCD channels (i.e., Facebook, Twitter, LinkedIn, YouTube and others); manage selection process for a Content Management System (CMS) and creation of a SDCCD news site; share information, and build two-way communication with community members; integrate social media efforts with both online and traditional communication channels.
2. Edit and oversee the work of news site contributors including Communications and Public Relations staff, campus Public Information Officer's, student interns and others. Coordinate digital communication efforts across the District.
3. Create original content for the SDCCD news site including stories, photography, and video.
4. Coordinate production of a regular e-newsletter which features links to updated news and other content from the SDCCD news site.
5. Serve as primary content manager for SDCCD's website, managing story content and other updates as necessary via the homepage including emergency communications. Monitor and provide regular reports on web performance.
6. Participate as a valued member of the Communications and Public Relations team – including attending team meetings as well as other SDCCD committees and working groups. Provide support as needed with media relations activities, marketing/branding, events, and production of SDCCD publications, including writing and editing. Meet with Director and provide weekly updates in order to arrive at decisions.
7. Market the SDCCD news site to internal and external audience to steadily build site viewers and engagement. Measure and report results on a regular basis. Instruct and train faculty, staff and students on standard software applications and instructional development processes.
8. Use the CMS to develop new websites in support of key SDCCD initiatives and programs. Work closely with senior leaders and other staff to achieve SDCCD communications objectives.
9. Keep up with the latest trends and information available on digital communications including web accessibility and usability. Work with other departments to maintain compliance with Section 508 (ADA) and W3C web standards.
10. Pursue continued professional development through involvement in professional associations and by participating in conferences and training as needed.

11. Prepare, monitor and manage budgets and records; decide budgetary impact of major stories featured. Maintain and prepare reports.
12. May supervise clerical staff.
13. Perform other duties as assigned.

DESIRABLE QUALIFICATIONS

Knowledge:

Content Management Systems.
Electronic communications initiatives management.
Familiarity with cross-platform and browser issues & web design and content best practices.
Familiarity with usability and web accessibility standards.
Graphic design, photo editing and video production.
Mac and PC web developer.
Management of electronic newsletters, Intranets, Internet and other web-based communications.
Office operations management.
Principles and practices of supervision, training and motivation.
Principles and techniques of establishing and maintaining good internal and external public relations.
Section 508 (ADA) and W3C web standards.
Supervision and training principles and practices.
Techniques of preparing, producing and disseminating information.
Technological advancements related to the requirements of the assignment.
Thorough web development strategies, best practices and techniques.
Use of all major communication media.
Variety of social media platforms.
Web site development, authoring and Internet technology maintenance.

Skills and Abilities:

Analyze circumstances accurately, determine public relations consequences, and recommend effective courses of action.
Communicate effectively orally and in writing.
Coordinate work projects
Design, modify and evaluate multimedia, Internet and video instructional /informational packages, multimedia modules and other instructional/informational media.
Establish and maintain effective and cooperative working relationships with others.
Establish schedules and meet deadlines.
Evaluate the news value of campus or District activities.
Excellent written and oral communication.
Exercise discretion and independent judgment.
Lead major projects.
Instruct and standard software applications and instructional development processes.
Plan a public information program.
Proficient with Microsoft applications including: Word, Excel and PowerPoint.
Provide work direction and guidance to others.
Research and prepare reports; maintain records.
Supervise and train others.
Technical skill sets related to information architecture and web media design and delivery for the internet; web-related marketing concepts and strategies; federal regulations for accessibility for the disabled; and new, unlighted implications for copyrights.
Web authoring and Internet technology expertise.
Write clear, concise and effective public information materials.

Training and Experience:

Any combination of training and experience equivalent to: a Bachelor's degree with a major in Communications, Journalism, Public Relations or related degree, at least two years' experience creating and managing digital marketing initiatives and two years of increasingly responsible writing/editing experience. Experience in supervision, marketing, and working in an institution of higher education are desirable.

WORKING CONDITIONS

Physical Requirements:

Category III, usually minimum requirements.

Environment:

Favorable, usually involves an office. Available to respond to situations and activities at night and on weekends as needed.