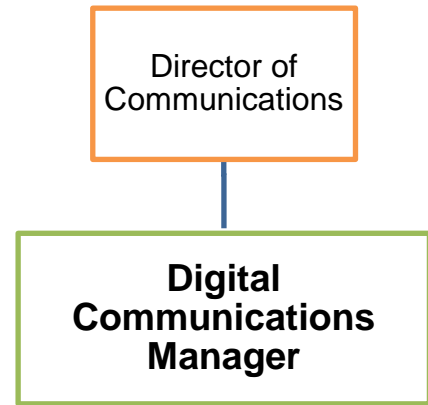


DIGITAL COMMUNICATIONS MANAGER

Job Title:	Digital Communications Manager
Initial:	December 15, 2016
Revised:	
Work Year:	261
Office:	Education
Department:	Communications
Reports To:	Director of Communications
FLSA Status:	Exempt
Pay Range:	Professional/Technical Range 3

Related Organizational Chart



POSITION SUMMARY: The digital communications manager will work with the communications department to build relationships, engage the community and share District 49's stories through effective digital and interactive communication. The digital communications manager will manage the district's online presence, including website, social media, and other online publications and will manage integration and automation between existing digital platforms to create effective communication channels and customer service experiences. The digital communications manager will have a strong understanding and expertise in digital content, accessibility, usability, architecture, development and social media, as well as a proven understanding of traditional marketing, search engine optimization, brand management, and online measurement tools.

ESSENTIAL DUTIES & RESPONSIBILITIES

- The following statements of essential functions and responsibilities are intended to describe the general nature and level of work being performed by individuals assigned to this position. These statements are not intended to be an exhaustive list of all duties and responsibilities required of all personnel within this position. Actual duties and responsibilities may vary depending on zone assignment and other factors.
- Manages District 49’s online presence, including online customer and community engagement. Coordinate with the director of communications to develop and implement strategies to build and strengthen the district’s brand in the digital space.
- Manages and maintains the district’s digital home at D49.org. Develops and implements a coordinated training program for school and department level site directors. Provides daily support to all segments of the workforce on digital content creation through LiveChat and other customer service tools.
- Develops and produces social media communications content for district Facebook, Twitter and Google Plus pages. Monitors social media and responds to community questions and concerns, supporting the district’s strategic priorities of increasing trust in the community through clear and engaging dialogue.
- Supports staff with social media needs, including individual school pages by adhering to all applicable board policies governing social media and digital communications.
- Manages suite of digital communication tools to create and maximize efficiency and customer service experiences, including LiveChat, Bronto, ESRI, Knack, SurveyGizmo and Zapier.

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Gathers and analyzes information to write and edit various print and electronic communication vehicles such as newspapers, brochures, news releases, news tips, web content, social media content, marketing materials, reports, and others as required.
- Uses contemporary design theory to deliver strategic messages on all platforms. Identifies target audiences, tone, and purpose of each product.
- Assists in producing marketing materials for print and online use.
- Supports school, departmental and program staff in developing and implementing communication strategies for programs and events through collaboration with other members of the communications department.
- Manages and produces community and staff emails through Bronto email marketing system. Facilitates integration of Bronto workflows with other digital communication tools.
- Works to foster community engagement by identifying key stakeholders and new support networks for the district, schools and programs; coordinate with staff to develop community engagement opportunities via interactive media platforms.
- Available to take and edit photos from district events and activities for website, social media posts, and marketing materials.
- Performs other related duties as assigned.

Supervision & Technical Responsibilities: This position does not directly supervise any other district employees. However, the candidate may be called on as a resource for various communication issues, including training, demonstrating and answering questions.

Budget Responsibility: This position has no direct budget responsibilities.

Judgment and Decision Making: Work is assigned by director of communications and other senior leadership team staff. This position requires application of domain knowledge to efficiently assist others with accounting issues and follow/comply with state and federal guidelines. Work is guided by District 49 policies and procedures. Decision-making requires collaboration with education office, business office and operations office staff, including other members of the communications department, grant writers and teachers.

QUALIFICATIONS

The requirements listed below are representative of the education, experience, knowledge, skills, and/or abilities required for this position:

Education & Training:

- Bachelor's degree in Digital Media, Journalism, Communications, Marketing or a related field.

Experience:

- Five-ten years of relevant experience in communications, marketing, digital content management or public relations.

Knowledge Skills & Abilities:

- Candidate must be a motivated creative thinker who can multi-task at a high level and can work both independently and in a team environment.
- Excellent writing and editing skills; attention to details is essential
- Must be able to repurpose content for multiple platforms
- Ability to meet deadlines
- Ability to effectively use shared decision making in a spirit of collaboration
- Candidate must have experience in website/content management; Blackboard/SchoolWires systems a plus.

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Candidate must have the ability to use Adobe Creative Suite (Photoshop, Illustrator, InDesign, or similar) to independently design digital and print-ready brochures, flyers, annual reports and other communications.
- Proficient with Microsoft Office (Excel), Adobe Creative Suite/Cloud, CMS, HTML, CSS design, video and editing tools, various internet applications, web tools, analytics, and new media platforms.
- Experience in forecasting changes in the digital communication space to effectively use district resources
- Experience in brand marketing or marketing preferred.
- Experience with Bronto software or similar email marketing platform a plus
- An understanding of and interest in the field of education is desired.

Certificates, Licenses, & Registrations:

- Criminal background check required for hire
- Valid Colorado driver's license required for hire

OTHER WORK FACTORS

The physical demands, work environment factors and mental functions described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job.

Physical Demands: While performing the duties of this job, the employee is regularly required to sit. The employee frequently is required to use hands to finger, handle or feel; reach with hands and arms; and communicate. The employee is occasionally required to stand; walk, climb or balance; and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Work Environment: While performing the duties of this job, the employee will work primarily in a usual office or school environment.

Mental Functions: While performing the duties of this job, the employee is frequently required to compare, analyze, communicate, coordinate, instruct, compute, synthesize, evaluate, use interpersonal skills and compile. Occasionally required to copy and negotiate.