

<b>FNSBSD JOB DESCRIPTION</b>	
<i>Job Title:</i> Digital Content Specialist	
<i>Supervisor:</i> Executive Director of Communications, Development, & Engagement	<i>Classification:</i> Classified (ESSA)
<i>Days/Months:</i> 12 months	<i>Grade:</i> 10

**Job Summary**

Supports the district’s digital and print publications with content creation, graphic arts, video and photography skills and the artistic ability to enhance and create multimedia projects in direct support of the district’s communication strategy. Designs digital communication materials (print and web-based) and develops media content banks; supports print shop during busy production times; supports district departments and schools with internal and external communications including parent and community media and staff training materials; creates and maintains billing documentation in internal accounting program; communicates with school staff pertaining to digital and print media; provides support to the planning, development, and communications department. The successful candidate will combine strong creative design talent and technical expertise in web design and execution.

**Essential Job Functions**

Creates clear, user-friendly, and graphically appealing brochures, web pages, forms, templates, and other districtwide and public materials (print and web-based).

Plans production workflow and selects the most efficient production method for each project; determines job estimates, calculates costs, and bills accordingly.

Implements a comprehensive multi-channel plan including the development and implementation of content on websites, in email, landing pages, and print materials.

Assists communication staff with creative development and management of online media.

Works closely with the communications staff to continually optimize the quality and presentation of graphic design and imagery for the website and print materials.

Provides technical assistance and serves as a technical and/or production resource for district and school staff in the area of graphic design and digital communication to resolve issues and complete work in a timely manner.

Updates and maintains databases and websites to collect and disseminate information among school district personnel and public.

Provides job cost estimates as well as final end-user billing.

Performs department-related accounting functions such as ordering supplies and equipment; reconciles accounts and maintains receipt and disbursement records.

Helps coordinate the print shop’s computer capabilities and operating environment with schools, administrative center departments and external source environments to ensure software compatibility and file transfer efficiencies.

### **Non-Essential Job Functions**

May attend and assist with professional learning sessions, including producing materials in various media, set-up and take down of software, equipment and materials.

Performs other job-related duties as assigned.

### **Equipment Used**

Computer, phone, high-yield production copier, scanner, projector, Adobe Creative Suite, Xerox Free Flow and other appropriate Apple or PC software to execute design, layout, typesetting and platemaking to meet output requirements for production on both presses and copiers.

### **Independent Decisions**

Independent decision making is expected, verifying the course of action with supervisor.

### **Primary Working Contacts**

Works on a daily basis with the executive director and other members of the communications, development, and engagement department. Daily contact with administrative center staff. Frequent contact with building principals and other school staff.

### **Responsibility for Cash, Equipment, Safety**

None.

### **Supervision Received and Exercised**

Works under the direction of the executive director of communications, development, and engagement. Receives oral and written instructions from the communications coordinator and director of public relations.

### **Unusual Working Conditions**

Provides support outside the normal workday and on weekends as needed. Environment consists of general office, copy room and print shop space with continuous equipment noise somewhat higher than normal, which may require the use of earplugs. Strict safety practices required due to use of power cutting equipment, presses and hazardous chemicals.

Requires sustained periods of lifting, pushing or pulling 35-50 lbs.

### **Evaluation**

Annual written evaluation.

### **Physical and Mental Demands**

The physical demands of this position require frequent standing, walking, sitting, speaking, and hearing. Requires near vision to write and read printed materials and computer screens. Requires hearing and speaking to exchange information on the telephone or in person. The employee is regularly required to reach with his/her hands and arms and occasionally lift items weighing up to 50 lbs. Must be able to use carts, ladders, dollies, and stools to assist in moving or shelving items. Requires sufficient arm, hand, finger dexterity to operate a keyboard and other office equipment. Repetitive motions with wrists, hands, and fingers may also be required. Additionally, the employee must be able to communicate by oral and written means in an appropriate business manner and have cognitive skills to understand instructions, readily recall facts and details, handle conflict, and make effective decisions under pressure.

*The Fairbanks North Star Borough School District is committed to providing reasonable accommodations, according to the applicable state and federal laws, to all individuals with qualified physical or mental disabilities.*

### **Job Qualifications**

The following are required:

1. Minimum of 48 credit hours of post-secondary education required, preferably in the area of communications, marketing, design, or digital media.
2. Two (2) years of experience required in layout and design of brochures, flyers and other print materials, and web page development and maintenance.
3. Demonstrated experience in maintaining effective working relationships and providing exceptional customer service.
4. Demonstrated skills in graphic design and Adobe Creative Suite.
5. Excellent written and oral communication skills in English.
6. Excellent skills in the use of computer software, including word processing, spreadsheets, database management, and desktop publishing; strong skills with e-mail, and web page support.
7. Strong skills in organizing and maintaining accurate records and filing systems.
8. Requires a high degree of organizational and proof reading skills in English.
9. Proficiency in Adobe Creative Suite is required. Portfolio of design work in Photoshop, Illustrator, and InDesign.
10. Ability to work under pressure and adhere to strict deadlines; ability to communicate effectively in private and public settings; ability to work collaboratively with others; ability to meet deadlines and to flexibly reprioritize work as needed; to work independently with limited supervision; to identify and address school or department needs; and to maintain confidentiality of records and oral information.
11. Must have advanced attention to detail with the capability to prioritize and meet deadlines.

The following are preferred:

1. Bachelor's degree in the area of communications, marketing, design, or digital media.
2. Two (2) years of experience with graphic design and public relations.
3. Prefer experience with web editing, Google Forms, and Adobe Acrobat Pro.
4. Experience with Firework and Bridge.
5. Proficiency in both PC and Mac environments.

### **Additional Job Information**

Fairbanks North Star Borough School District employees must possess the ability to read and write in English. This includes the ability to communicate in English with school staff, coworkers, and the public. Employees must also have the ability to comprehend and carry out oral and written directions and understand and follow English instructions and written documents.

**The Fairbanks North Star Borough School District is an Equal Opportunity Employer.**