

CREATIVE CONTENT COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: Under supervision of the Public Information Officer, the incumbent is responsible for overseeing the day-to-day operation of the district's website and creative content. The Coordinator will be responsible for developing graphic design for multiple formats of publication. Supervision is not typical of this class.

TYPICAL WORK ACTIVITIES: (Illustrative Only)

- Manages day-to-day operation of the district's website in partnership with the district's Information Technology staff;
- Serves as content manager for district website;
- Serves as the primary manager of publishing workflow for district website
- Originates, create and manages all areas of graphic design for district print and digital communications;
- Creates branded communications;
- Manages all aspects of video development and productions for the Communications Office;
- Implements and maintains ADA website compliance;
- Creates and implements training for other staff members regarding ADA compliance in partnership with the district's Information Technology Staff;
- Provides training and communications support to authorized content creators at the district;
- Photographs at schools and events district-wide;
- Assists with writing and editing content for all district print materials, communications for district principals and media-related materials and assists with researching and obtaining information to respond to media inquiries;
- Assists with the development and execution of new communications and community engagement tactics in line with the district's strategic plan;
- Manages the business functions of the Communications and Community Engagement Office;
- Assists with the development of materials for public meetings and events;
- Performs related work as required.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

- Good knowledge of media production, communication, and dissemination techniques and methods, including alternative ways to inform and entertain via written, oral, and visual media;
- Good knowledge of web standard and web management tools;
- Good knowledge of Microsoft Office Suite;

- Good knowledge of programs used for media production, communication and web design;
- Working knowledge of equipment used for video production and digital photography;
- Ability to manage multiple projects simultaneously and adhere to tight deadlines;
- Ability to establish and maintain effective interpersonal relationships with internal and external parties;
- Ability to communicate effectively verbally and in writing;
- Creative thinking;
- Good organizational skills;
- Good judgment;
- Tact and courtesy

MINIMUM QUALIFICATIONS:

- A. Graduation from a regionally accredited or New York State registered college or university or one accredited by the NYS Board of Regents to grant degrees with a Bachelor’s Degree (or higher) and five (5) years of full-time paid experience providing administrative support to schools/youth programs with at least two (2) years being in a school district; **OR**
- B. Graduation from a regionally accredited or New York State registered college or one accredited by the NYS Board of Regents to grant degrees with an Associate’s Degree and seven (7) years providing administrative support to schools/youth programs with at least two (2) years being in a school district; **OR**
- C. Graduation from high school or possession of a high school equivalency diploma and nine (9) years of full-time paid experience providing administrative support to schools/youth programs with at least two (2) years being in a school district.

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