

ELK GROVE UNIFIED SCHOOL DISTRICT

CLASS TITLE: WEB AND COMMUNICATIONS SPECIALIST

BASIC FUNCTION:

Under the direction of the Director of Communications, supports district initiatives, programs and related outreach; creates and maintains related websites; plans, designs, and produces a wide variety of pictorial, graphic, and related print materials.

ESSENTIAL FUNCTIONS:

Create and modify Web sites and pages; maintain up-to-date Internet and Intranet Web pages.

Communicate with a variety of users requesting content published in Web format.

Create and edit text, graphics, animation, audio, and video files and place on Web servers; convert files between various formats, including word processing, spreadsheet, Adobe PDF, Audio and Video, HTML.

“Web-enable” access to information residing in databases on servers with read-only and read/write capability.

Participate in a variety of work groups, committees, and task forces to design, develop and implement web-based applications and other media to communicate the District’s programs, objectives, vision and mission.

Compose and prepare independently or from oral instructions, a variety of related publications and materials including handbooks, calendars, newsletters, brochures, correspondence and memoranda; assist the Director in coordinating and preparing media alerts, press releases and advisories; design and produce camera-ready artwork for newsletters, brochures and special events.

Serve as a resource to District administrators and staff and provide information related to strategic communications and public relations.

Train others in Web skills.

Maintain updated professional skills that are consistent with current Technology Services technology.

Operate a variety of office equipment including a telephone, fax machine, computer and assigned software

Prepare and maintain a variety of records and reports related to assigned activities.

Operate a vehicle to conduct work.

Perform related duties as assigned.

DEMONSTRATED KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Public relations and communications practices and procedures.
Operation of a computer and assigned software.
Web and print graphic design.
Writing and presentation development skills.
Social media.
Project management.
Communication with a wide variety of audiences.
Training others in web skills.
Mobile application development.
Copyright/fair use regulations and policy.
Correct English usage, grammar, spelling, punctuation and vocabulary.
Oral and written communication skills.
Policies and objectives of assigned program and activities.
Microsoft business applications for Windows such as Office and Outlook.
The current versions of Microsoft Windows operating systems
Desktop publishing, spreadsheet, HTML, CSS and PHP.
Adobe Photoshop, Illustrator, InDesign, Acrobat Pro, PowerPoint, Typography.
Image scanning and manipulation.
Digital multimedia (2D & 3D graphics and animation, video, sound, authoring tools).
Interpersonal skills using tact, patience and courtesy.
Modern office practices, procedures and equipment.

ABILITY TO:

Prepare a variety of related publications and materials.
Operate a computer and assigned software.
Communicate effectively both orally and in writing.
Establish and maintain cooperative and effective working relationships with others.
Meet schedules and time lines.
Plan and organize work.
Work independently with little direction.
Complete work with many interruptions.
Create HTML files.
Be an active listener with various users who want content posted on the Web and meet their needs.
Train others in web skills.
Manage multiple task requests.
Maintain consistent, punctual and regular attendance.
Move hands and fingers to operate a computer keyboard.
Hear and speak to exchange information.
See to read a variety of materials.
Sit for extended periods of time.

EDUCATION AND EXPERIENCE REQUIRED:

Any combination equivalent to: graduation from high school supplemented by college-level course work in computer science, communications, graphic design, web design or a related field and two years of experience with office automation software, including web publishing software.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment.

Constant interruptions.

Driving a vehicle to conduct work.