



T U L S A

PUBLIC SCHOOLS

Job Title: Digital Content Specialist

Department: Communications and Public Relations

Reports To: Manager of Digital Communications

Grade: BG-06

Number of Days: 12 Months

Security Access: Education Service Center

Current Date: 04/20/2016

Overtime Status: Exempt

Mission and Vision: Tulsa Public Schools is the destination for extraordinary educators who work with our community and families to ignite the joy of learning and prepare every student for the greatest success in college, careers and life.

Our mission is to inspire and prepare every student to love learning, achieve ambitious goals and make positive contributions to our world.

Core Values: Our core values guide how we work and interact with each other at every level of the organization. We embrace and embody these values every day:

- **Equity:** All children deserve the opportunity to develop their full academic and social potential. Our diversity is a community treasure, and we must foster an inclusive environment by examining biases and resolving unfair practices.
- **Character:** We are honest, trustworthy and have high standards of behavior. We do the right thing even when it is hard. While we do not always agree, we treat one another with kindness and respect.
- **Excellence:** We work hard together and expect a lot of one another because high standards produce exemplary knowledge, skills, abilities and mindsets.
- **Team:** We care for one another, support the personal and professional development of one another, and work together to improve our community
- **Joy:** Joy at school and at work makes us more productive, because when we create, innovate and imagine, our motivation grows. We want to ensure that everyone knows the excitement that comes from working deeply on a problem, task or concept and experiencing breakthrough moments.

Position Summary: Under the direction of the Manager of Digital Communications, implement and lead the online and digital communications efforts for the district. Assist in the identification, development and execution of digital communication resources (external website, intranet, video, etc.) to support the district's communications plans at the district and school-site levels. Develop, maintain and grow the district's online presence via the use of innovative digital communication platforms. Ensure district and school websites and other digital content is current and organized in a user-friendly manner.

Minimum Qualifications:

- Alignment with vision, values and goals of TPS
- Bachelor's degree in communications, web design or related field
- Proficient in JavaScript, HTML and CSS.
- Minimum of 5 years in industry experience

Responsibilities and Essential Functions: The following duties are representative of performance expectations.

- Assist in the development and marketing of the district's brand using digital communications platforms
- In collaboration with communications team, assist in the layout and design of the website content as well as other content for distribution in multiple platforms.
- Work collaboratively with the district's Information Technology department to ensure website and intranet content is appropriately maintained.
- Assist in the categorization of web content to ensure data is current and organized in a user-friendly manner.
- Edit, activate or troubleshoot website functions, plug-ins, add-ons, widgets and other functions as necessary.
- Manage the website and intranet capabilities and make recommendations for the continuous improvement of the district's online presence.
- Ensure that the district's web presence and branding is consistent.
- In collaboration with the communications team, pro-actively identify opportunities for the district to be promoted across communication channels and for message distribution/audience expansion opportunities.
- Develop processes and procedures necessary to effectively manage the district's online presence.
- Keep current on industry best practices and trends.
- Perform other duties as assigned.

Skills and Abilities Required: The following characteristics and physical skills are important for the successful performance of assigned duties.

- Strong skills in web design, web maintenance and developing related tools
- Proficient with all programs in the Adobe Creative suite, with emphasis on Premiere Pro, After Effects, Illustrator and Photoshop.
- Proficient with MS Office suite.
- Ability to balance competing priorities in a constantly changing environment
- Excellent critical thinking and problem-solving skills.
- High-degree of professionalism, with the ability to take initiative while demonstrating sound judgement.
- Ability to work in a self-directed and efficient manner, maintaining calm under pressure.
- Ability to work in a collaborative environment with internal and external stakeholders.
- Exceptional customer service skills.
- Strong verbal/written communication skills

Supervisory Responsibility: None

Working Conditions: Exposure to the following situations may range from rare to frequent based on circumstances and factors that may not be predictable.

- Subject to stress caused by changing environment, complexity of the organization, tight deadlines and heavy workload
- Standard office environment, including frequent use of electronic email, being able to sit for long periods of time without a break, etc.
- Must be mobile in order to attend events, meetings, and visit school sites occasionally

Tulsa Public Schools is committed to building a diverse and inclusive team of individuals who contribute to the district's mission with their talent, skills and energy. Tulsa Public Schools is an equal opportunity employer and does not discriminate against persons because of age, race, color, creed, religion, disability, gender, ethnic or national origin, or veteran status. Tulsa Public Schools prohibits discrimination against individuals with disabilities and will reasonably accommodate applicants with a disability, upon request, and will also ensure reasonable accommodation for employees with disabilities.