



Digital Content Producer

Purpose Statement

The job of digital content producer was established for the purpose/s of providing support to the communications director for increasing parental and community involvement by keeping stake holders informed using print, broadcast and electronic formats; and supporting the District's community relations, community outreach programs, and business/school partnerships.

This job reports to the Communications Director.

Essential Functions

- Produce the school district's weekly e-newsletter, InFocus, containing print and broadcast stories (e.g. writes, edits, disseminates, etc.) for the purpose of keeping the public and staff informed.
- Provide regular updates to the InFocus website for the purpose of keeping stakeholders informed of school district events and activities.
- Write a variety of communications (e.g. press releases, personal interest stories, newsletters, etc.) for the purpose of keeping the media and public informed of school district activities.
- Pitch video and print story ideas to the assistant communications director on a routine basis using information gathered from multiple sources.
- Collaborate with district personnel for the purpose of developing public communication, including press releases, e-mail items or videotapes.
- Assist with layout, design and production of website, electronic newsletters and other publications.
- Work with the assistant communications director and others to develop communication strategies.
- Record district programs and events (e.g. photographs, videotape, etc.).
- Operate a variety of video, audio and computer equipment for the purpose of producing programs for broadcast, web site and e-mail distribution.
- Assist with the planning, coordination and implementation of recognition programs and special events for the purpose of ensuring the programs are run according to district expectations and guidelines.
- Maintain excellent relations with students, principals, teachers, staff, and community members for the purpose of serving as a communications liaison for schools.
- Responds to inquiries from a variety of internal and external parties (e.g. staff, parents, public agencies, etc.) for the purpose of providing information and facilitating communication among parties.
- Research current web and internet technology for the purpose of keeping up-to-date with new technology.
- Serves as a back-up to the assistant communications director and the communications director regarding social media.
- Regularly works evenings and weekends as events require.

Other Functions

- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

- Has strong writing skills.



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- Has general knowledge of WordPress, e-newsletters, photography, videography and social media as necessary in the completion of daily responsibilities.
- Is able to assemble information and make written reports and documents in a concise, clear and effective manner.
- Knows how to develop and administer operations and staff plans and objectives for the expedience and effectiveness of specific duties of the department.
- Knows how to keep abreast of any changes in policy, methods, computer operations, equipment needs, etc. as they pertain to department operations and activities.
- Has general knowledge of the policies, procedures, and activities of the School System as they pertain to the performance of duties relating to the job of digital content producer.
- Is able to effectively communicate and interact with supervisors, members of the general public and all other groups involved in the activities of the department.
- Has good organizational, human relations and technical skills.
- Is able to use independent judgment and work with little direct supervision when necessary.
- Has the ability to comprehend, interpret, and apply regulations, procedures and related information.
- Has comprehensive knowledge of the terminology, principles, and methods utilized within the department.
- Has the mathematical ability to handle required calculations.
- Is familiar with a variety of the field's concepts, practices, and procedures.

Responsibility

Responsibilities include: working under limited supervision using standardized practices and/or methods; directing other persons within a small work unit; and tracking budget expenditures. Utilization of some resources from other work units is often required to perform the job's functions. There is a continual opportunity to have some impact on the organization's services.

Working Environment

The usual and customary methods of performing the job's functions require the following physical demands: occasional lifting, carrying, pushing, and/or pulling; some climbing and balancing; frequent stooping, kneeling, crouching, and/or crawling; and significant fine finger dexterity. Generally, the job requires 30% sitting, 20% walking, and 50% standing. The job is performed under conditions with some exposure to risk of injury and/or illness and in a clean atmosphere.

EXPERIENCE: Two years of related experience in public relations and/or media work preferred. Previous experience working with Public Schools is preferable. Excellent verbal, written and interpersonal communication skills. Proficiency with current technology for performance of duties. Excellent analytical and critical thinking and judgment skills.

EDUCATION: Bachelor's degree from an accredited college or university with a degree in public relations, journalism, graphic art and design, communications or related field.

EQUIVALENCY: None specified.

REQUIRED TESTING:

None Specified

CERTIFICATES & LICENSES:

None Specified

FLSA STATUS:

Exempt

CONTINUING EDUCATION/TRAINING:

None Specified

CLERANCES:

Criminal Justice Fingerprint/Background Clearance

SALARY GRADE:

Classified