

## **MANAGER I (DIGITAL COMMUNICATIONS)**

Under the supervision of the Assistant Superintendent (Curriculum/Technology) manages, supports and enhances internal and external communications initiatives to improve how the district connects with employees, parents, and community members utilizing digital and social media communication and marketing efforts.

### **ESSENTIAL FUNCTIONS:**

- Cooperates with other staff to accomplish the District's priorities and expectations.
- Collaborates with the Superintendent to manage Tulare City School District's online presence, including online image management and the development of strategies to build and strengthen the online brand.
- Manages and enhances the school district's social media presence, utilizing Facebook and other social media platforms to advance the district's mission and communicate with stakeholders.
- Develops and maintain a staff intranet site and support staff district wide on website use.
- Assists in the development of school district's policies relative to social media, and provide consultation to schools and school organizations in this regard.
- Regularly shoots, edits and post-produces digital photographs and possible videos of district and/or individual school events and post these original content to the appropriate platforms.
- Maintains the district's phone/email/text notification system, including updating data files and working with school district's translators as needed.
- Manages and maintains the District's telecommunication devices
- Assists in producing marketing materials for print and online use.
- Supports school, departmental and program staff in developing and implementing communication strategies for programs and events.
- Supervises Clerk (Information Services).
- Performs other duties as assigned by management.

### **EMPLOYMENT STANDARDS:**

- Ability to meet physical requirements necessary to safely and effectively perform required duties.
- Ability to type at a rate of forty five (45) words per minute.
- Ability to follow oral and written directions.
- Ability to complete multiple tasks efficiently and in a timely manner.
- Ability to get along with co-workers and deal with the general public tactfully and courteously.
- Ability to organize projects and work independently.
- Ability to participate as a team member with groups and individuals in the implementation of District-wide and site-specific uses of technology.
- Possesses a valid and appropriate California State Driver's license.

### **SKILL / KNOWLEDGE REQUIREMENTS:**

- A variety of technology systems: network, server, desktop, and mobile devices. Experience with industry development of technology products in these areas.
- Experience in web and desktop application development, maintenance, and programming.

- Design and specifications required in developing plans for use of technology District-wide.
- Accepts change with a positive attitude and be flexible to multiple project demands
- Experience in creating automation for computer programs
- Excellent interpersonal skills and ability to work as an effective team player.
- Excellent writing and editing skills.

**PHYSICAL FUNCTIONS:**

**Ability to:**

- Sit and stand for extended periods of time
- Reach in all directions
- Lift and carry forty (40) pounds
- Bend, twist, kneel and stoop
- Write legible reports
- Read notes, memos and printed material
- Speak clearly and effectively

**EXPERIENCE:**

- Bachelor's degree in communications, journalism, digital media, graphic/arts/design, marketing or a related field preferred. At least two years of related work experience recommended.
- Experience with desktop and web publishing software, video editing systems, digital photography and related software.

**WORK YEAR:**

- The work year is two hundred and sixty (260) days less paid holidays and earned vacation

This organization is an Equal Opportunity Employer and does not discriminate on the basis of race, religion, sex (pregnancy or gender), sexual orientation, marital status, national origin (including language use restrictions), ancestry, disability (mental and physical, including HIV and AIDS), age (40 and above), medical condition (cancer/genetic characteristics), denial of family and medical care leave, or denial of pregnancy disability leave or reasonable accommodation. Inquiries regarding compliance procedures may be directed to our personnel office.

This organization is a Drug and Tobacco-Free Workplace.

This organization requires a successful candidate to provide employment eligibility and verification of a legal right to work in the United States in compliance with the Immigration Reform and Control Act.