

**SANTA CLARA COUNTY OFFICE OF EDUCATION**

**CLASS TITLE: DIGITAL COMMUNICATION SPECIALIST**

**BASIC FUNCTION:**

Under the supervision of the assigned administrator, the Digital Communication Specialist (DCS) manages and works collaboratively with internal partners to create diverse and engaging web content to engage staff, students, families, and community in the mission and work of the Santa Clara County Office of Education (SCCOE);



Supports the web team by proofing, editing, and crafting online content in partnership with team members.

Ensures editorial integrity and accuracy for all online content by identifying and fixing content problems.

Participates in and contributes to the planning and execution of the annual marketing and communication plan.

Assists in the designs and creation of culturally responsive digital content to promote the programs and services of SCCOE to internal and external audiences.

Creates website content, multimedia presentations, videos, podcasts, blogs, marketing materials, publications, digital newsletters, visual displays, and signage.

Assists in photographing and recording events, programs, and activities for marketing and messaging purposes.

Catalogues and maintains a library of multimedia presentations, branding, graphic images, photos, video, and other digital assets and resources.

Works in collaboration with the Conference Center Coordinator to ensure that digital displays accurately reflect daily activities and events.

Prepares and develops a variety of reports related to assigned functions, ensures accuracy of the reports.

Establishes and maintains documentation, records, files, filing systems and logs relating to assigned functions.

Operates a desktop computer and peripheral equipment; uses specialized software in the course of assigned functions.

**OTHER DUTIES:**

Performs related duties as assigned.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

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Content development in systems such as SharePoint and Canvas, or equivalent.  
Desktop publishing, and design applications such as: Photoshop, Illustrator, InDesign.  
Graphic design techniques and methods.  
ADA requirements related to web content and accessibility.  
Oral written and communication skills.  
Correct English usage, grammar, spelling, punctuation, and vocabulary.  
General organization and services provided by the SCCOE.  
Methods for collecting and organizing data and information.  
Record keeping techniques.  
SCCOE operations, policies, and objectives.  
Operation of a desktop computer and office and specialized software utilized.  
Interpersonal skills including the use of tact, patience, and courtesy.

**ABILITY TO:**

Write and edit a variety of materials that are creative, descriptive, technical, and factual.  
Effectively read, write, edit, and proofread in English.  
Work collaboratively to communicate with team members, parents, students, school personnel, and community stakeholders from diverse cultures and backgrounds.  
Work in a high volume, fast paced environment and meet deadlines.  
Represent organizational values in all communication.  
Be attentive to detail, learn new things quickly.  
Remain abreast of emerging and changing social media technologies and trends.  
Be creative in both problem solving and idea generation.  
Discern the essential from the non essential.  
Meet schedules and timelines.  
Prepare and maintain a variety of records, logs, and files.

**EDUCATION AND EXPERIENCE:**

*Any combination equivalent to:*



PHYSICAL DEMANDS:

Use hands and fingers to operate desktop computer keyboard or other office equipment.

Reach with hands and arms.

Stoop, kneel, or crouch to file.

Speak clearly and distinctly to answer telephones and to provide information.

See to read fine print and operate a computer.

Hear and understand voice over telephone and in per 2IP6TD0Tc00non.D:001Tc(to)Tj08T5f.70TD0T2310/TT600norm

