

PLEASE POST

LAKE SHORE PUBLIC SCHOOLS

St. Clair Shores, MI 48081

TO: ALL INTERESTED PARTIES

FROM: DR. JOSEPH DIPONIO, SUPERINTENDENT

SUBJECT: **2017/18 PART TIME DIGITAL MEDIA SPECIALIST**

The following non-unit position is available for the 2017/18 school year.

POSITIONS: One (1) Part-Time Digital Media Specialist

WORK SCHEDULE: Schedule to be determined

START DATE: ASAP

SALARY SCHEDULE: Negotiable

SUMMARY

This is an exempt at-will position responsible for and directing the development, planning, and execution of all building and district web site and social media platforms.

QUALIFICATIONS

- Preferred Bachelor Degree in Marketing, Digital Media, Journalism or relevant experience
- Experience in digital media specialist or digital marketing
- Proficient in various electronic platforms for information development and distribution
- Experience with visual communication principles
- Experience in web design and content management systems
- Excellent analytical and project management skills
- Ability to multitask and perform under tight deadlines
- Strong verbal and written communication skills
- Additional qualification in web design or animation is a plus
- Experience in performing duties in awareness of district requirements and Board of Education policies.
- Knowledge and experience of communicating effectively with all groups.
- Social media proficiency and experience
- Video production and distribution via on line platforms

SKILLS AND ABILITIES

- Responsible for the marketing, advertising and promotional activities of district.
- Promote district and increase staff, parent and community engagement.
- Ability to communicate clearly and concisely, both orally and in writing.
- Ability to communicate and develop effective working relationships with students, staff and school community.
- Organizational skills necessary.
- Conflict resolution skills.
- Computer skills/data analysis.
- Ability to read and interpret documents.
- Creativity and ingenuity
- Adaptability and agility
- Impeccable people skills and proven track record of taking initiative

RESPONSIBILITIES *(include but not limited to)*

- Design digital media campaigns aligned with district goals
- Responsible for the digital content, to include website, blogs, press releases and podcasts)
- Manage end-to-end digital projects
- Establish audience and provide awareness of district
- Maintain a strong and positive voice through various social media
- Develop district media and marketing through various marketing strategies, sales and products to ensure consistency of district visions and values
- Suggest and implement direct marketing methods
- Monitor short and long range goals of different media
- Keep apprised of current digital media developments and resources
- Increase likes, followers, subscribers, and audience
- Other duties as deemed appropriate.

Application Procedure

Internal Candidate

- If you are interested in being considered for this position, please submit a letter and current resume to: icappo@lspss.org you do not need to complete an online application.

External Candidate

- If you are interested in being considered for this position, please complete application on the district website: www.lakeshoreschools.org

Application Deadline: Until Filled

It is the policy of Lake Shore Public Schools that no person shall, on the basis of race, creed, color, national origin, gender, marital status, or disability, be excluded from participation in, be denied the benefits of, or be subjected to discrimination in employment, or in any of its programs or activities.

I agree that failure to reveal any prior employer, or giving of any false or misleading information will be grounds for termination of employment. I understand that this employment application and any other company documents do not constitute a contract of employment and that if hired, I or the School may terminate my employment at any time and for any reason.