Title: **Content Creator Specialist** Pay Grade: 302
Reports to: Director of Marketing FLSA: Exempt
Department: Communications and Marketing Length of Assignment: 226 days

Summary

Research, develop, and complete internal and external communication materials supporting a variety of print, digital, and multimedia communications efforts. Assist with special requests and presentations to and by the Superintendent and Board of Trustees. Adhere to federal and state laws, as well as district policies, procedures, and regulations.

Essential Functions

1. Contribute to the Communications and Marketing team, under the guidance of the Director of Marketing and Director of Communications, in the development and implementation of communication initiatives that incorporate and promote the district's vision, goals, and objectives.
2. Research and create content for social media posts, district website stories, district marquee, presentations, and correspondence for internal and external audiences.
3. Develop, execute, and produce graphics for the district's external and internal communications under the supervision of the Director of Marketing, utilizing digital publishing software.
4. Create and finalize engaging content for internal and external audiences, including social media posts and stories on the district website, promotional items, newsletters, and other communications with attention to detail, proper grammar, and in accordance with the district branding/style.
5. Work independently to effectively plan, organize, coordinate, and prioritize tasks. Manage diverse assignments and meet multiple time-sensitive deadlines simultaneously.
6. Collaborate with the team to ensure a cohesive and consistent brand voice.
7. Initiate and maintain favorable relationships with campuses to help them promote newsworthy events and accomplishments.
8. Attend district functions for the purpose of covering occasions with both written and visual communication.
9. Participate and assist in the coordination of the student recognition process for board meetings.
10. Assist with events and event planning.
11. Monitor trends in social media, popular culture, and emerging platforms to develop and create compelling visual and written content for various social media platforms.
12. Plan, schedule, and publish content in alignment with the brand's overall social media strategy.
13. Analyze and stay up to date with the latest social media performance data and analytics tools, and track key metrics to optimize content and engagement strategies.
14. Proficiency in graphic design, video editing, and content creation tools such as Adobe Creative Suite, Canva, or similar.
15. Familiarity with content management systems and social media scheduling tools.
16. Ability to create new content ideas and campaigns.

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17. Attendance at the work site is required to meet essential functions of the job.

Other Responsibilities

1. Participate in professional development activities as required by the district.

2. Follow established safety procedures and techniques to perform job duties; support district/department goals.

3. Maintain a professional code of ethics and perform other duties as assigned.

Qualifications

Associate's degree or higher education; three (3) years' work experience related to social media communications, communications, writing, marketing, and/or media. Experience preparing written and multimedia content for social media and other platforms. Must have working knowledge of media, communications and marketing processes, and design trends. Must possess excellent verbal communication and grammar skills, as well as strong writing, research, planning, and organizational skills.

Mental Demands/Physical Demands/Environmental Factors

Maintain emotional control under stress; ability to work with frequent interruptions; prolonged use of computers and occasional prolonged and irregular hours; occasional district-wide travel. Valid Texas/New Mexico driver's license; subject to the district's drug and alcohol screening policy and regulation; must be insurable by the district's auto liability insurance carrier.

Approvals

Original approved and signed document located in the Ysleta ISD Human Resources Department.

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