



RIALTO UNIFIED SCHOOL DISTRICT CLASSIFIED MANAGEMENT MULTI-MEDIA MARKETING INNOVATOR

DEFINITION:

Under the general direction of the Agent: Communication/Media Services, develops marketing strategies to increase the visibility and recognition of the District's strategic plan, schools and programs; assists in collecting, writing and disseminating information concerning the programs, activities, objectives and staff of the District.

ESSENTIAL DUTIES:

- Manages all District social media accounts, including regularly posting district highlights, videos, press releases, and various pieces of content to all of the District's social media channels; researching social media trends and applying current strategies to increase engagement, running reports and analyzing statistics to determine effectiveness of social media campaigns.
- Serves as the graphic designer for the district by using professional grade software; responsible for creating and updating district flyers from various departments on a timely basis and with a consistent District look, while simultaneously managing several high-profile projects.
- Using professional grade hardware and software, responsible for creating, editing and managing video content and motion graphics.
- Responsible for development, creative design, implementation, tracking, and maintenance of marketing promotions and initiatives across all print and digital channels; such as web, email and mobile applications targeted towards achieving the District's vision.
- Increase brand visibility and loyalty with online communities through conversations on current events, promotions and district schools, programs, and services.
- Responsible for creating the brand's overall look and feel.
- Develop, implement and evaluate an annual marketing plan and schedule.
- Create marketing campaigns to support the organizations mission, programs, schools and special events.
- Assists in the implementation and maintenance of a comprehensive communications program, using a variety of media and techniques.
- Participate in strategic planning.
- Develop brochures and other print materials, create visually appealing promotional materials, advertisements, signage and event flyers for all District needs.
- Work collaboratively with staff to develop and coordinate special projects within accelerated timeframes.
- Perform market research, and assist with digital media videos.
- Assist with planning and development of annual event marketing materials.
- Keep current with technology and advise District on innovative marketing methods and trends.
- Take photographs and edits, using professional grade software, for use in print and online materials.
- Assists in the planning, development and coordination of the District's web page and its visual identity.
- Assists in the planning, organization and execution of special events hosted by the District.
- Performs other related duties as assigned and/or required.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Principles and practices of public relations, community relations and communication programs; correct English usage, spelling, grammar, punctuation and composition; elements of writing news releases and other materials for news media; modern office organization, procedures and practices, standard office equipment, data management, storage and retrieval systems; advanced software applications that include word processing, spreadsheets, data bases and the internet; desktop publishing techniques and software applications; special event planning and project management; video and photography editing.

ABILITY TO:

Perform a variety of complex clerical and secretarial tasks involving use of independent judgment with accuracy and speed; manage the smooth operation of a high volume office; type at a net corrected speed of 45 words per minute from a clear copy; operate standard office equipment; effective use of advanced computer operations, the internet and other technology pertinent to the Communications Department; understand and carry out oral and written instructions; understand the needs of an intended audience in order to effectively communicate orally and in writing; independently compose correspondence, news releases and articles describing complex issues or programs; perform in a variety of situations requiring specialized knowledge, tact and good judgment; creatively and effectively analyze situations and problems and adopt effective, appropriate courses of action; establish and maintain cooperation working relationships and maintain a calm and tactful manner; remain flexible, work efficiently and meet deadlines in an office atmosphere of frequent interruptions and changes in task priority.

EXPERIENCE AND EDUCATION:

EXPERIENCE:

A minimum of two years full-time paid media experience in the public or private sector which demonstrates the ability to perform the duties of the position and one year of graphic design experience; experience in professional public relations experience encompassing writing, photography and communications is preferred.

EDUCATION:

Associate of Arts degree required with supplemental course work in Journalism, Communications, Marketing, Public Relations or other closely related field; Bachelor’s degree preferred.

LICENSES, CERTIFICATIONS AND OTHER REQUIREMENTS:

- A valid Class 3 California driver’s license; a private vehicle is required; insurability by the District liability insurance carrier may be required.

WORKING CONDITIONS

PHYSICAL ELEMENTS:

Moderate lifting - 40 pounds maximum with frequent pushing, pulling, lifting and/or carrying objects weighing up to 30 pounds.

Work area requirements:

Ability to use common school hand tools, computer, telephone and photocopy machine; Ability to transverse any part of a 10 acre campus which would include asphalt, sidewalks, grass on playgrounds, dirt, and bus areas; Spend up to 3 hours a week outside.

Physical requirements:

The time requirements are listed considering this wording and meaning:

Occasionally/low - up to 3 hours
 Frequently/Medium - 3 to 6 hours
 Constantly/High - 6 to 8 hours

Stooping:	Occasionally	Carrying:	Frequently
Bending:	Occasionally	Standing:	0-30 minutes to 1 hour
Lifting:	Occasionally	Kneeling:	Occasionally
Reaching:	Occasionally	Sitting:	0 or may sit 60 minutes a day
Handling:	Frequently	Crouching:	Occasionally
Grasping:	Frequently	Push/Pull:	Occasionally
*Driving: Must have ability to get to in-service meetings		Fingering:	Occasionally

****Possession of a current California Driver's license, a DMV printout and the ability to be covered by the company auto insurance is required.***

Frequent motion:

Twisting:	Yes - Occasionally
Wrist flexion:	Yes - Occasionally
Elbow flexion/extension:	Yes - Frequently
Reaching to shoulder level:	Yes - Occasionally
Forward shoulder/neck flexion:	Yes - Occasionally
Reaching below shoulder level:	Yes - Frequently

Sensory requirements:

Ability to see:	Constantly	Ability to talk:	Constantly
Ability to hear:	Constantly	Ability to smell:	Constantly
Ability to touch:	Constantly		

Must be able to deal with these environmental considerations:

Odor:	Not required	Fluorescent lights:	Yes, all day long
Humidity:	Yes, occasionally	Working inside:	95% of the day
Moisture:	Not required	Working outside:	5% of the day
Floor may be slippery at times:	Yes, when painting		
Noise:	Must be able to work around "productive noise"		
Heat:	Has own air conditioning/heating may break down		
Working in close quarters with others:	Yes, all day long		

This job requires:

Alertness:	Yes	The use of two hands:	Yes
Attention to detail:	Yes	Recall of names and dates:	Yes
Ability to work in temperatures down to 40 degrees and up to 110 degrees.			

Ability to deal with psychological factors:

Team work:	Yes	Repetitive tasks:	Yes
Frustration:	Medium	Level of responsibility:	High
Must keep up with schedule:	High	Able to work overtime as needed:	High
Dealing with angry parents, students:	Yes		

Physiological factors:

Must maintain a high level of consciousness:	Yes	Ability to comprehend and follow directions:	Yes
Orientation to time, place, or person:	Yes	Able to keep up a high activity level during the shift:	Yes
Ability to read at 12 th grade level:	Yes		

Revision Date: 11/2018

**AN EQUAL OPPORTUNITY EMPLOYER
RIALTO UNIFIED SCHOOL DISTRICT IS A "DRUG and TOBACCO-FREE WORKPLACE"**