

FORT SCOTT COMMUNITY COLLEGE
Position Description PU03

NAME: _____ **JOB TITLE:** Digital Content Specialist

DIVISION/DEPARTMENT: Public Relations **RESPONSIBLE TO:** Director of Public Relations

MONTHS PER YEAR: 12 **HOURS PER WEEK:** Exempt **UPDATE:** 07/22

CREDENTIALS/EDUCATION:

Associate degree in Graphic Design, Computer Graphic Arts, or equivalent experience in content creation, media (including social media), communications, and/or publication relations.

CREDENTIALS/QUALIFICATIONS:

- Proficient use of written and oral communication skills.
- Advanced knowledge of standard graphic design practices, as they relate to publications, audio/visual productions, and the ability to efficiently apply this knowledge to the selection of the proper media and production of the finished product.
- Well-developed knowledge of the practices and standards of the professional field of graphic design and the ability to effectively apply this knowledge to the college's public relations and marketing needs.
- Excellent interpersonal skills and ability to create an effective rapport with the public, as well as establishing a cordial working relationship with peers at the college.
- Superior planning and organizational skills relating to the duties of this position. Ability to consistently meet deadlines for completion of tasks. A proactive performance-orientation regarding production of materials and results.
- Efficiency and effectiveness using computer software applications relating to publications especially word processing, presentation, publishing and web page development software such as Adobe Creative Suite, Photoshop, Canva, In Design, Macintosh, imovie, Final Cut Pro, and audio editing software.
- Well-developed creative skills relating publication design formats.
- Independent and self motivated to create content and tell positive stories about FSCC.

JOB PURPOSE: Digital Content Specialist is responsible for production of all FSCC multimedia communications, including but not limited to front-facing web pages, social media, publications and advertisement materials, and promotional advertising. Ensure that all school-wide communications are tied closely to the mission, vision, and values of FSCC, and that communications are timely, accurate, and compelling.

MAJOR DUTIES AND RESPONSIBILITIES:

- Ensure all communications, collateral materials and publications are consistent with the FSCC College brand image.
- Provide quality graphic design services to internal customers (i.e. staff and faculty).
- Produce print media that clearly communicates the intended message through the use of imagery, graphical elements and text.
- Create and print college materials for all departments as requested.
- Design and maintain public facing web pages for college website.
- Publish and maintain relevant social media content.
- Coordinate and oversee all FSCC social media content.

- Principal user for the FSCC social media accounts.
- Provides video graphic and still photography services for college events as needed.
- Edits, approves, and prints all graphic materials to be distributed to the public and news media that are primarily promotional in nature and/or reflect on the image of the college.
- Work in collaboration with public relations for all projects including but not limited to photography services for publicity, sports information, newsletters, brochures, publications, school advertisements, graphic services, and special events of the college.

WORKING CONDITIONS:

- Limited outside travel to media sources and college events.
- Ability to work flexible hours to accommodate such college needs as completion of deadline related materials or evening or weekend activities.
- Requires long periods of sitting and efficient use of computer related technology such as keyboard, mouse, and printers.

Reviewed by Supervisor: _____
Signature

Date

All job descriptions are subject to revision based on changing needs of the college.