

<b>Job Title:</b>	Communications Specialist Multi-Media	<b>Wage/Hour Status:</b>	Exempt
<b>Reports to:</b>	Chief Communications Officer	<b>Pay Grade:</b>	102
<b>Dept./School:</b>	Community Engagement	<b>Date Revised:</b>	October 30, 2024

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### Primary Purpose

Achieve superior customer engagement and intimacy, website traffic and revenue by strategically exploiting all aspects of the digital and social media marketing roadmap. Multi-media specialists must possess a solid understanding of how each digital and social media channel works and how to optimize content so that it is engaging on those channels. This position is responsible for joining relevant conversations on behalf of El Paso ISD and “soft selling” the district by providing support to current and prospective customers. Develop and execute internal and external communications materials supporting a variety of print, video, and web-based communications efforts.

### Qualifications

#### Education/Certification

Bachelor of Arts in Journalism, Communications, Public Relations, or related field with One (1) year of experience in public relations, communications, news writing, digital and social media or related field

OR

High School Diploma/GED with Four (4) years of experience in public relations, communications, news writing, digital and social media or related field

#### Special Knowledge/Skills

- Proven working experience in social media marketing or as a Digital Media Specialist
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking experience and social analytics tools knowledge
- Adequate knowledge of web design, web development, CRO and SEO
- Knowledge of online marketing and good understanding of major marketing channels
- Positive attitude, detail and customer oriented with good multitasking and organizational ability
- Fluency in English

### Major Responsibilities and Duties

1. Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging, and audience identification
2. Generate, edit, publish, and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
3. Set up and optimize company pages within each platform to increase the visibility of company’s social content
4. Moderate all user-generated content in line with the moderation policy for each community
5. Create editorial calendars and syndication schedules
6. Continuously improve by capturing and analyzing the appropriate social data/metrics, insights, and best practices, and then acting on the information
7. Collaborate with other departments (customer relations, sales etc.) to manage reputation, identify key players and coordinate actions
8. Write internal and external communications including articles for the District website, press releases, promotional items and District newsletters.
9. Write, script and produce photos and video and digital multi-media projects.
10. Assist in communication of Bond 2016.
11. Coordinate social media posts, as well as monitor comments and respond to questions/issues posted.
12. Attend various District functions for the purpose of covering events with both written and visual communication.

- 13. Help maintain the News sections of the district website and social media pages with current content daily.
- 14. Assist with media relations, including maintaining relationships with news outlets/directors.
- 15. Assist in planning, coordination and execution of District events and functions.
- 16. Assist in implementation and execution of District customer service initiative.
- 17. Perform other duties as assigned by supervisor.

**Supervisory Responsibilities**

None

**Physical and Mental Job Requirements**

**Mental Demands/Physical Demands/Environmental Factors**

Maintain emotional control under stress, repetitive hand motion and prolonged use of the computer.  
Occasional prolonged and irregular hours.

**Terms of Employment**

226 days; salary to be established by the Board of Trustees

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The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Approved: \_\_\_\_\_

Job Title: \_\_\_\_\_

Date: \_\_\_\_\_

Approved: \_\_\_\_\_

Job Title: \_\_\_\_\_

Date: \_\_\_\_\_

My supervisor has reviewed this job description with me and has provided me a copy

Employee: \_\_\_\_\_

Date: \_\_\_\_\_

The El Paso Independent School District does not discriminate in its educational programs or employment practices on the basis of race, color, age, sex, religion, national origin, marital status, citizenship, military status, disability, genetic information, gender stereotyping and perceived sexuality, or on any other basis prohibited by law. Inquiries concerning the application of Titles VI, VII, IX, and Section 504 may be referred to the District compliance officer, at 230 -2031; Section 504 inquiries regarding students may be referred to 504 Coordinator at 230-2856.

El Distrito Escolar Independiente de El Paso no discrimina en los programas de educación o en prácticas de empleo usando el criterio de raza, color, edad, sexo, religión, origen nacional, estado civil, ciudadanía, estado militar, discapacidad, información genética, estereotipo sexual o sexualidad percibida, u otra práctica prohibida por la ley. Preguntas acerca de la aplicación del título VI, VII o IX, y la Sección 504 pueden ser referidas al oficial del distrito, al 230-2031; preguntas sobre 504 tocante a estudiantes pueden ser referidas al oficial de 504 al, 230-2856.