PERALTA COMMUNITY COLLEGE DISTRICT
January 2025
CLASSIFIED JOB DESCRIPTION

VISUAL & DIGITAL MEDIA SPECIALIST
(SEIU Local 1021 Salary Range 90)
Job Code: 1092

CLASS PURPOSE

Under the direction of the Executive Director of Marketing, Public Relations & Communications, the incumbent produces visual and digital content to maximize the District's exposure, promote the District's brand and achieve communication goals; performs written, photo, and graphic work in the development of social media content, publicity, informational/marketing materials and publications. The focus of this position is comprised of 50% digital media, 40% photography and visual media, and 10% production and editing.

WORK SCHEDULE

This is normally a full-time position with a work schedule of five days and 40 hours/week. Duties are performed 12 months a year. May be required to work some evenings and Saturdays during peak periods, such as registration, audits, fiscal year end, graduation, etc.

EXAMPLES OF ESSENTIAL DUTIES:

Any one position may not include all the duties listed nor do listed examples include all tasks that may be found in positions of this class. To perform this job successfully, an individual must be able to perform each essential duty of the position satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions required for the position.

- Assist to create and implement social media content strategy that supports Districtwide branding goals for key digital properties, including Facebook, Instagram, Twitter, Tik Tok, and YouTube.

- Work in cooperation with college PIOs and relevant departments to develop compelling stories and messages that attract and engage a digital audience and follow the District's brand standards and communication style guidelines.

- Generate, edit, publish and share daily content (original text, images, video or motion graphics) as well as occasional social media contests and broader marketing campaigns that build meaningful connections and encourage community members to take action and engage with the District and its colleges.

- Provide metadata, such as keywords and short descriptions, to accompany each piece of content.

- Collaborate with other District departments and units to source compelling social-first content.

- Develop, ideate and schedule social media content; manage a rich content calendar and voice; continually improve the District's engagement on social media. Assist Executive Director and PIOs to develop a social media guide.

- Monitor all user-generated content (posts, comments, messages) and moderate relevant online conversations, representing the District in these conversations as appropriate and managing timely responses using one voice in alignment with the PCCD and Peralta Colleges brands.

- May employ user testing and analytical techniques (based on data, including web traffic and user interactions) to guide content decisions and improve the usability of the District's digital presence.

- Report on performance, trends and user engagement of social media channels and tools; gain insight and make necessary adjustments to put towards future communication strategies. Generate monthly social media report.

- Assist with managing social media communications in crisis situations, including coordination with the Executive Director.

- Produce high quality, engaging and visually interesting still photos, video images/videography and live content for a variety of platforms.

- Work in collaboration with the Graphic Design Specialist to develop graphics and photo illustrations for use in publications, announcements, brochures, posters, advertisements, displays and other marketing and informational materials and other communications media to publicize District and college programs, courses, and services.

- Coordinate with the Department, District and college staff, for the purpose of exchanging creative input and pre-production planning.

- Create and edit images using computer software and hardware.

- Original artistic work may include limited multimedia work, such as sourcing and curating music using computer software and preparing electronic files for production, publishing or posting.

- Performs related clerical activities such as scheduling assignments, correspondence, notifying supervisor of necessary materials and supplies, entering time and materials expended for assignments on work requests.

- Performs other related duties as required.

MINIMUM QUALIFICATIONS

1. An associate's degree in graphic arts or related field and two years of experience or an equivalent combination of training, education and qualifying experience which

demonstrates the skills and ability necessary to perform the essential functions of the position.

2. Knowledge and proficiency in the operation and use of personal computers (PC and Mac platforms) and peripheral hardware such as cameras, scanners, etc., and the use of word processing, email, and electronic publishing software programs.

3. Possession of a current valid California Department of Motor Vehicles Driver's License. Must be insurable under the Peralta Community College District's current insurance policy.

4. Understanding of, sensitivity to and respect for the diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of Peralta Colleges' students, faculty, staff and community.

DESIRABLE QUALIFICATIONS

- Experience developing and implementing strategic digital communications on social media on behalf of a large organization.

- Experience with social media marketing.

- Experience working within content management systems (CMS) to update, curate and manage digital content (i.e. Hootsuite).

- Knowledge of digital trends, current affairs and issues in higher education with the ability to understand issues from a broad, strategic perspective.

- Knowledge of social media platforms/tools, and an understanding of audience demographics and how they use these platforms to guide content and technology (e.g., Facebook, Instagram, Twitter, LinkedIn, YouTube, Tumblr, Snapchat, Pinterest, blogs, wikis, RSS, etc.).

- Ability to work in relevant applications; including but not limited to, browser tools, content management systems, source code editors, photography editing software, blogging platforms, social media management tools and email marketing tools.

- Knowledge in data and analytics to measure impact, create metrics reports and refine strategies (e.g., Google Analytics, Facebook Insights, Twitter Analytics, various social tools.).

- Ability to produce still photos, video images/videography and live content for a variety of communications. Skills and ability with photo and video editing software (online and native applications) is necessary.

ENVIRONMENTAL DEMANDS

- Occasional work performed alone.
- Constant work around and with people.

PHYSICAL REQUIREMENTS

- Hearing and speaking to exchange information in person and on the telephone.
- Dexterity of hands and fingers to operate a computer keyboard.
- Seeing to read various materials.
- Sitting for extended periods.
- Occasional standing, walking, stooping, kneeling, squatting, and climbing stairs.
- Occasional lifting and carrying up to 15 lbs.
- Occasional pushing and pulling up to 20 lbs.
- Occasional twisting of body.
- Occasional use of manual dexterity.
- Occasional use of tactile acuity.
- Occasional use of visual acuity from a distance, with depth, and for color.
- Frequent work at a rapid pace.
- Frequent reaching, high, low, and level.
- Frequent audio acuity at all ranges, including speech.
- Frequent visual acuity for reading.
- Constant use of clear oral communication.

TOOLS AND EQUIPMENT USED

- Computer and appropriate peripheral equipment.
- Standard office machines and equipment.
- Telephone.
- Digital cameras and accessories.