TITLE: Web Graphic Coordinator
LOCATION: Administrative Service Center
REPORTS TO: Electronic Communications Supervisor
DEPARTMENT: Community Relations

SUMMARY STATEMENT:
Under the supervision of the Electronic Communications Supervisor, the Web Graphic Coordinator will manage printed materials, digital publications, website content, and social media feeds for Evergreen Public Schools.

ESSENTIAL FUNCTIONS:
1. Maintain external and internal websites.
2. Coordinate with building secretaries and Educational Technology to keep school websites populated with current content.
3. Work with the Director of Communications, Communications Manager, and Electronic Communications Supervisor to identify and coordinate stories to be posted online and in print publications.
4. Use social media outlets to advance and support stories posted online or in print publications.
5. Work with Community Partnerships Supervisor to create printed materials that support partnership programs.
6. Take and post photos to the district’s websites and manage photo archives.
7. Work with departments throughout the district to ensure that all web content is correct, current, and accessible.
8. Coordinate with printers and vendors when necessary.
9. Design and produce periodic newsletters, announcements, invitations, and informational items.
10. Coordinate graphics, photography, and electronic communication for schools.
11. Maintain Style Guide and assist others in the application of the district’s Style Guide.

OTHER RESPONSIBILITIES:
1. Perform other related duties as assigned.

PHYSICAL DEMANDS REQUIRED:
- Vision (66-100%)
- Speaking (66-100%)
- Sitting (Up to 33%)
- Lifting/Carrying Up to 75 lbs. (33-66%)
- Use of hands and/or arms for repetitive motion (66-100%)
- Standing (66-100%)
- Reaching (66-100%)
- Bending/Stooping (33-66%)
- Walking (33-66%)
- Acceptable Attendance
- Hearing (66-100%)
- Pushing/Pulling (66-100%)
- Writing (33-66%)
- Driving (66-100%)

MENTAL DEMANDS REQUIRED:
- Reading Documents (66-100%)
- Customer Contact (66-100%)
- Training (66-100%)
- Verbal Communication (66-100%)
- Problem Solving (66-100%)
- Reasoning (66-100%)
- Multiple Concurrent Tasks (66-100%)
- Written Communication (66-100%)
- Math (33-66%)
- Constant Interruptions (66-100%)
- Detailed Work (66-100%)
- Confidentiality (66-100%)

Percentages of requirements of physical and mental tasks are only an estimate. Reasonable accommodations for persons with a
disability will be considered in order for them to perform the essential functions of the job.

(66-100%) = Continuously                   (33-66%) = Frequently                   (Up to 33%) = Occasionally

TOOLS AND EQUIPMENT NECESSARY:
PC, telephone, printers, copy machines, digital camera, and all other tools and equipment necessary to perform the essential functions as listed above.

MINIMUM QUALIFICATIONS:
(Testing may be required)
1. Typing/keyboarding, minimum of 60 wpm.
2. A bachelor's degree in communications, new media, or related design field preferred.
3. Five years experience designing, developing, and managing complex web sites preferred.
4. Five years designing printed publications preferred.
5. Five years using social media – Facebook, Twitter, Instagram, LinkedIn, etc – to promote news and brand awareness.
6. Proficient in writing content for websites and publications.
7. Web marketing experience including search engine optimization.
8. Proficient in graphic design.
9. Advance knowledge of Photoshop, Illustrator, InDesign, video editing software, website content management systems.
10. Highly effective written/verbal communication and task management skills.
11. Ability to manage numerous and complex projects in various stages of completion.
12. Ability to set realistic deadlines and meet them.
13. Demonstrated ability to communicate effectively with students, staff, and the general public.
14. Demonstrated ability to work independently with minimum supervision.
15. Must be flexible, cooperative, and be able to maintain confidentiality.
16. Demonstrated ability to operate the equipment listed in the tools and equipment area above.
17. Demonstrated ability to perform tasks accurately and in accordance with established guidelines.
18. Must be able to travel from location to location to perform tasks.
19. Demonstrated ability to establish and maintain positive relationships with others as part of a team.

260-261 Days Per Year (Includes Holidays)
8 Hrs. Per Day

PSE: ____________________________ Date: ________________

District: ____________________________ Date: ________________

New Revised Date: 05/13/2014
Classification: Professional Technicians (PSE)
Class: Class VIII
Display on Web? Yes

Web Graphic Coordinator