

**Killeen Independent School District**

**Job Description**

<b>Job Title:</b>	Multi Media Specialist	<b>Exemption Status/Test:</b>	Exempt/Professional
<b>Reports to:</b>	Chief Communications & Marketing Officer	<b>Date Revised:</b>	June 28, 2023
<b>Dept./School:</b>	Communications	<b>Pay Grade:</b>	AM3

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**Primary Purpose:**

Creates consistent, meaningful content on all platforms, including writing and editing social media posts, increasing brand awareness, and promoting district initiatives and events. Maintains access for webmasters and assists in the development and posting of campus and department web pages.

**Qualifications:**

**Education/Certification:**

Bachelor's degree in technology, journalism, communications, or related field required. Knowledge and familiarity of video editing, Canva, Final Cut Pro, Adobe and Photoshop preferred.

**Major Responsibilities and Duties:**

Able to manage a high volume of daily social media traffic and respond to queries in a timely manner.

Creates promotional content and banners for district and campus communication platforms.

Maintains and updates district and campus branding for internal and external use.

Provides training to new/replacement campus/department webmasters. Maintains access for campus and department webpages.

Assists in creating content that follows the language of the website and ensures all content is up to date with no grammatical errors and does not infringe copyright, licensing, or plagiarism laws.

Manages Scholastic Network content and oversees usage for district.

Create and produce marketing content for various district campaigns or student/employee achievement.

Ensures state-required documents are posted in the correct format and in a timely manner.

Keeps current on new features and options available through new technologies or software to enhance the appearance and usability of communication tools.

Able to stay up to date on best practices and emerging trends in social media.

Coordinates a variety of programs and/or activities for the purpose of ensuring appropriate logistical planning for events supported by the district.

Performs other duties as assigned.

**Supervisory Responsibilities:**

This job has no supervisory responsibilities.

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

**Tools/Equipment Used:** Ability to use peripheral devices, high level language programming concepts, data management software, and application development tools.

**Posture/Physical Demands:** Prolonged sitting; regular kneeling/squatting, bending/stooping, pushing/pulling, twisting. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to sit and talk or hear, to use hands to finger, handle, or feel, and to stand and walk. The employee is required to regularly lift and carry (less than 15 pounds). Specific vision abilities required by this job include close vision, distance vision, and ability to adjust focus.

**Motion:** Repetitive hand motion; frequent keyboarding and use of mouse; regular walking, grasping/squeezing, wrist flexion/extension, reaching; may climb ladders.

**Lifting:** Regular moderate lifting and carrying (up to 44 pounds); occasional heavy lifting and carrying (45 pounds and over).

**Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Occasional district-wide travel to multiple campuses, as assigned. The noise level in the work environment is usually moderate.

**Mental Demands:** Work with frequent interruptions; emotional control under stress.

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This document describes the general purpose and responsibilities assigned to this job and is not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.