Killeen Independent School District  
Job Description

Job Title: Multi Media Specialist  
Reports To: Chief Communications & Marketing Officer  
FLSA Status: Exempt

SUMMARY
Creates consistent, meaningful content on all social media 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.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:
Able to manage high volume of daily social media traffic and respond to queries in a timely manner.

Creates social media content and banners for district Social Media platforms.

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

Troubleshoots campus websites and department webpages, checking remote links periodically to ensure they are still live and checking local links to ensure they are still valid and secure.

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.

Provides technological support to campus and department webmasters to ensure their documents/photos are ADA compliant before publishing/displaying on the campus/department webpages.

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

Periodically runs compliancy checks: ADA and state required documents.

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

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

Provides support for staff in the design and coding of campus and department websites.

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.

QUALIFICATIONS
To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Graphic design experience preferred. SharePoint proficiency preferred. Ability to effectively present information and respond to questions from students, administration, staff, parents, and the general public.
EDUCATION and/or EXPERIENCE
Bachelor’s degree in technology, journalism, communications, or related field. Knowledge and familiarity of Hootsuite, Canva, Final Cut Pro, Adobe and Photoshop preferred.

MENTAL DEMANDS/PHYSICAL DEMANDS/ENVIRONMENTAL FACTORS
Tools/Equipment Used: Standard office equipment including personal computer (PC), peripherals and video/instructional equipment
Posture: Prolonged sitting; occasional bending/stooping, pushing/pulling, and twisting
Motion: Repetitive hand motions, frequent keyboarding and use of mouse; occasional reaching
Lifting: Occasional light lifting and carrying (less than 15 pounds)
Environment: Frequent districtwide travel; work schedule extends to evening and weekends, frequently
Mental Demands: Work with frequent interruptions; maintain emotional control under stress

Revised Date: June 18, 2020

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