

**SANTA CRUZ COUNTY OFFICE OF EDUCATION**  
**MANAGER, DIGITAL COMMUNICATIONS**

**DEFINITION**

The job of Manager, Digital Communications is done for the purpose/s of providing support to the educational process with specific responsibilities for planning, coordinating, and implementing web communications for the County Office, school districts, and statewide organizations; troubleshooting problems and managing related web communication projects; defining and monitoring appearance and content of all county pages; and supporting the development of subordinate sites.

This job reports to the assigned administrator.

**SUPERVISION EXERCISED**

No supervision exercised.

**EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES**

Assists a variety of content creators (e.g. training, technology support, etc.) for the purpose of updating, enhancing and/or modifying information on county and district/schools websites and other digital communications.

Creates standards for design, navigation and browser compatibility (e.g. accessibility, fonts, formatting, icons, images, layout techniques, and modularization, including maintenance of template and image archives, etc.) for the purpose of meeting organizational goals and presenting a consistent image within the community.

Develops a variety of reports, databases and/or web applications (e.g. multimedia assets and applications, links to databases, etc.) for the purpose of meeting organizational requirements. Installs new technology (e.g. web server software and service packs, multimedia applications and assets, links to databases to serve dynamic content, etc.) for the purpose of upgrading and enhancing web capabilities.

Maintains manual and electronic documents, files and records (e.g. publication archives, server backups, graphics library, etc.) for the purpose of providing up-to-date reference materials. Manages user and group read/write access to web servers, backup, recovery and security processes for the purpose of maintaining data security and/or operations.

Oversees personnel at county and school districts (e.g. professional development, support resources, compliance, etc.) for the purpose of ensuring web communications are adequate to support the educational outcomes dependent on current and compliant technology, messaging and the intended audience.

Oversees websites, social media accounts (e.g. format, content, maintenance, other digital communication tools, etc.) for the purpose of maintaining current and accurate information in

**EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES (CONTINUED)**

compliance with board policies, Superintendent administrative regulations, state and federal laws as applicable.

Participates in a variety of planning and development activities (e.g. communication plan, technology communication plans, new technology selection/implementation, etc.) for the purpose of creating short-and long-range plans web communication.

Prepares electronic and printed newsletters (e.g. edits, creates, distributes, etc.) for the purpose of documenting activities and issues and conveying information.

Researches a variety of topics related to materials, equipment and/or work aids (e.g. new technologies, electronic formatting/presentation methods, etc.) for the purpose of making recommendations for solutions that address specific requirements and/or enhancing overall efficiency of operations.

Responds to inquiries from district content creators and COE administrators for the purpose of assisting in the use and expansion of digital communications related applications.  
Troubleshoots hardware and/or software problems (e.g. web servers, content management systems, graphics, video, google suite, etc.) for the purpose of providing technical advice and training and resolving problems.

**JOB RELATED AND ESSENTIAL QUALIFICATIONS**

Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

**Knowledge of:**

Perform algebra and/or geometry.

Read technical information, compose a variety of documents, and/or facilitate group discussions;

Solve practical problems.

Elements of graphic design and layout;

Current generation operating systems, server and virtual host management;

Composition software;

Concepts of grammar and punctuation;

Web design, programming and site creation; and LINUX/OSX system administration.

**Skill and Ability to:**

Perform multiple, technical tasks with a need to routinely upgrade skills in order to meet changing job conditions.

Using pertinent software applications (e.g. MS Office, Java, HTML authoring, SQL, MySQL, MySQL, Dreamweaver, Photoshop, etc.).

Planning and managing projects.

Web program scripting (ASP, Perl, PHP, JSP).

Preparing and maintaining accurate records; and various operating systems.

Schedule activities and/or meetings.

Gather, collate, and/or classify data.

Consider a variety of factors when using equipment.

Flexibility is required to independently work with others in a wide variety of circumstances.

Work with data utilizing defined but different processes; and operate equipment using a variety of processes.

Ability is also required to work with a wide diversity of individuals.

Work with a variety of data.

Utilize job-related equipment.

Problem solving is required to analyze issues and create action plans.

Problem solving with data requires analysis based on organizational objectives.

Problem solving with equipment is moderate to significant.

Communicating with persons of varied backgrounds and technical expertise.

Communicating technical information to non-technical audiences.

Establishing and maintaining effective relationships.

Meeting deadlines and schedules.

Setting priorities.

**Skill and Ability to (continued):**

Working as part of a team.

Working with frequent interruptions.

**EDUCATION AND EXPERIENCE**

*Any combination equivalent to experience and training that would provide the required knowledge, skills, and abilities would be qualifying. A typical way to obtain the knowledge, skills, and abilities would be:*

**Education:**

Job related experience within a specialized field is required.

**Experience:**

Digital Design certifications. The above levels of Experience and Education has been found to be a minimum requirement for successful job performance. Relevant closely job-related experience, education, certificates and/or licenses may be substituted.

**License or Certificate:**

Valid Driver's License & Evidence of Insurability

Valid CA Teaching Credential

**Qualification Requirements:**

Working under limited supervision using standardized practices and/or methods; directing other persons within a department, large work unit, and/or across several small work units; operating within a defined budget. Utilization of some resources from other work units is often required to perform the job's functions. There is some opportunity to impact the organization's services.

**SPECIAL REQUIREMENTS**

*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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Essential duties require the following physical skills and work environment:*

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling, some stooping, kneeling, crouching, and/or crawling and significant fine finger dexterity. Generally, the job requires 80% sitting, 10% walking, and 10% standing. This job is performed in a generally clean and healthy environment.

**Approval Date:** June 15, 2021