

FRESNO COUNTY SUPERINTENDENT OF SCHOOLS

CLASSIFIED POSITION

JCN: 187
RANGE: 147
NON-EXEMPT

DIGITAL CONTENT SPECIALIST

BASIC FUNCTION:

Under the direction of an assigned supervisor, assist in planning and organizing the operations and activities of the Cyber High curriculum staff; assist with communications, information, and resources to ensure smooth and efficient operation of assigned area; work with curriculum authors and editors for the purposes of designing and/or enhancing digital curriculum with images, audio, video, multi-media, and manipulative and interactive web elements as assigned.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

- Address problem reports from Cyber High users in the field related to all subject areas, including communicating with Cyber High program personnel, outside agencies, and others to request data, exchange information, and resolve issues or concerns.
- Assist with a variety of departmental and program related correspondence and written materials; processes and evaluate various forms and applications.
- Assist with communication, information, and resources to ensure smooth and efficient operation within assigned area.
- Review conventions of incoming courses for correctness and accuracy.
- Develop and maintain computer databases, websites, streaming media, and electronic catalogs within department.
- Develop and/or integrate custom technology-based solutions to enhance curriculum.
- Develop, maintain, and customize various attractive and functional graphical layout and visual design concepts.
- Guide program personnel in using proprietary curriculum design software; serve as a technical resource for personnel and curriculum developers; address ongoing technical issues as needed.
- Identify, evaluate, and select appropriate media technology tools; consult with county office personnel, curriculum coordinator, and authors and editors to determine media needs.
- Test electronic deliverables as received from Cyber High authors and editors to ensure deliverables meet program specifications, function as designed, and are thoroughly complete as specified by assigned program administrator.
- Utilize image and video software of various types and web publishing tools to create original images, fix existing images, convert/create/embed videos, develop manipulative elements, etc.
- Attend and participate in a variety of assigned meetings, committees, conferences, in-services and/or special events.
- Comply with schedules, policies, regulations, procedures, orders, and directives of the County Superintendent.
- Exhibit professionally appropriate interpersonal skills including but not limited to tact, patience, flexibility and courtesy.
- Maintain a safe work environment.
- Operate a variety of office equipment, including but not limited to a computer, peripherals and assigned software applications.
- Serve as a liaison between County Superintendent and administrators, personnel, outside organizations or the public concerning assigned area.
- Serve as a technical resource concerning assigned program, function or instructional area.

- Work collaboratively and maintain effective working relationships with others in the course of work in assigned area.

OTHER DUTIES:

- Driving a vehicle to conduct work, using own transportation and/or FCSS vehicle.
- Perform related duties as assigned.

KNOWLEDGE AND ABILITIES

KNOWLEDGE OF:

- Computer software applications utilized by the Cyber High office.
- Digital encoding compression and transmission hardware, software, and related technology.
- Electronic applications relevant to the field of graphic arts.
- Functionality and operation of learning management systems.
- Principles of technological applications related to web browsers, tablets, and other handheld devices.
- Record-keeping and report preparation techniques.
- Software programs including Microsoft Office Applications, Adobe Design Applications, video publishing programs, etc.
- Proper English usage, grammar, spelling, punctuation and vocabulary in all forms of communication.
- State Education Code, local, state and federal laws, codes, regulations and requirements and county office organization, operations, policies and objectives as related to assigned activities and/or instructional area.
- Theoretical and technical aspects of field of specialty, including animation concepts and desktop publishing.

ABILITY TO:

- Acquire and create digital media resources.
- Combine graphic layout design with written text to develop professional electronic presentations.
- Give extreme attention to detail to various documents, products, texts, and related materials.
- Maintain various records related to work performed.
- Meet schedules and timelines.
- Organize and prioritize a variety of projects simultaneously.
- Perform a variety of technical data management duties involved in the operation of web-based applications developed and maintained by the Cyber High Program.
- Take initiative and work autonomously with little direction when necessary.
- Utilize critical thinking and problem-solving skills routinely.
- Utilize strong written and oral communication skills and a superior knowledge of English grammar and syntax.
- Wear headphones when necessary.
- Analyze and evaluate situations accurately and adopt an effective course of action.
- Communicate effectively with a variety of program personnel with varying levels of technical knowledge and expertise both orally and in writing.
- Drive a vehicle to conduct work.
- Interpret, apply, and explain rules, regulations, policies and procedures.
- Maintain consistent, reasonably regular, punctual attendance consistent with federal, state and local standards.
- Safely and successfully perform essential job functions consistent with federal, state and local standards, including meeting qualitative and/or quantitative productivity standards.

- Work confidentially and with discretion.
- Work independently with little direction.

EDUCATION AND EXPERIENCE:

EDUCATION:

- High School Diploma, General Education Degree (GED) or State High School Proficiency certificate.
- Bachelor's degree in computer technology preferred.

EXPERIENCE:

- Sufficient experience to demonstrate the knowledge and abilities described above.

LICENSURE AND OTHER REQUIREMENTS:

- Valid California driver's license; when driving for work, maintain automobile liability insurance in accordance with California Insurance Code section 11580.1 or maintain other statutorily authorized financial responsibility.
- Enrollment in the California Department of Motor Vehicles Government Employer Pull Notice Program may be required at time of hire and throughout employment with the County Superintendent.

WORKING CONDITIONS:

ENVIRONMENT:

- Driving a vehicle to conduct work, using own transportation and/or FCSS vehicle.
- Office and/or school facility environment.
- Regular interruptions.
- Small and large group meetings.

PHYSICAL DEMANDS:

- Bending at the waist, kneeling or crouching; climb or balance.
- Eyesight corrected or uncorrected sufficient to read a variety of materials including but not limited to fine print.
- Hearing with or without use of hearing aid(s) sufficient to hear any conversation with others; understandable voice and speech patterns.
- Manual dexterity and coordination sufficient to operate office and/or classroom equipment.
- Sitting, standing and/or walking for extended periods of time.
- Use hands to handle and/or feel; reach with hands and arms.
- Must frequently lift, push, pull or carry up to ten (10) pounds and occasionally lift and/or move up to twenty five (25) pounds.

The physical demands and working conditions described here are representative of those that must be met by an employee to successfully perform the essential functions of this position, subject to reasonable accommodation.

This position description may not be an exhaustive list of all duties, knowledge, or abilities associated with this classification, however it is intended to accurately reflect the principal job elements. Related duties, knowledge, or abilities to those expressly stated may also be required for successful performance of the position.

APPROVED:

November 14, 2017