Digital Content Publisher

Position Description | Qualifications

Please note this job description has not been finalized. Pending JJEC Review

OVERVIEW

Under the direction of the Vice Principal of Information Technology for Learning (ITL), the Digital Content Publisher (DCP) is part of the ITL support team and is responsible for supporting school district staff in their use of technology. The DCP liaises with school district staff such as district and school administrators, teachers, educational assistants, ITL support staff, and beyond-the-district personnel to understand what information is needed, design and build appropriate digital content for the users, and publish content to the school district's support website on an ongoing basis. The content created will serve as a central support resource for staff throughout the district.

POSITION DESCRIPTION
Digital Content Publisher

DCP-1
Reports directly to, and works closely with the Vice Principal of the Information Technology for Learning. The Digital Content Publisher will decipher a plan of action for content creation, branding, and procedures for posting/disseminating information.

DCP-2
Works independently in an organized, yet flexible way. The Digital Content Publisher is able to bring their own consistent style and creativity to content creation.

DCP-3
Liaises with district staff to create support resources to be disseminated to relevant district personnel. Also liaises with district support teams to create materials based on trends witnessed through support tickets, email communication, and direct conversation with ITL staff and other stakeholders in the district.

DCP-4
Creates webpages, physical handouts, infographics, screencasts, and other media to best convey information for large groups of individuals.

The Digital Content Publisher can tailor material to small groups and individual needs as required.

DCP-5
Plans, delegates and leads professional development in individual and small group settings and creates supports which supplement professional development sessions.

DCP-6
Creates consistent branding and design throughout all materials.

DCP-7
Attends district team and school meetings to learn about relevant and current information and issues. The Digital Content Publisher is able to create materials specific to the needs of issues raised by users.

DCP-8
Understands the flexible, dynamic, and evolving nature of this role which may require additional duties not yet listed, but that are within the scope of this position.

DCP-9
Promotes and supports The Freedom of Information and Protection of Privacy Act (FOIPPA) as it relates to this environment.

QUALIFICATIONS FORM
Digital Content Publisher

EDUCATION	*TECHNICAL REQUIREMENTS* Grade 12 or equivalent *OTHER RELATED COURSES* A Computer Science degree or equivalent combination of education and experience
EXPERIENCE	*TECHNICAL REQUIREMENTS* Four (4) to six (6) years' experience with digital content creation and publishing **OR** six (6) years or more of related experience.

KNOWLEDGE	***TECHNICAL REQUIREMENTS*** Understands the classroom environment and the needs of teachers and administrators in their effective use of technology Understanding of the difference in technology needs at elementary, middle, and high school levels Ability to create educational content appropriate for consumption by adults Understands the gaps of knowledge in staff's effective use of technology Has knowledge of common content publishing tools and systems Has understanding of district technology programs and initiatives
SKILLS AND ABILITIES	***TECHNICAL REQUIREMENTS*** Proficiency with Photoshop, HTML, and WordPress Graphic design ***INTERPERSONAL REQUIREMENTS*** Responsibility Confidentiality Tact/Courtesy in exchanging data or information Initiative/self-starter Excellent oral communication skills including the ability to relate to students, staff, and public Persuasive diplomacy Flexibility Patience Ability to work effectively in a team/school setting as well as independently ***PROBLEM SOLVING REQUIREMENTS*** Ability to:

	- communicate clearly when problem-solving with others - apply appropriate methods, procedures, and policies - document, summarize, and interpret information - develop work methods for timely project completion - give and receive advice, guidance, instructions, and directions - pay close attention to detail - monitor quality, accuracy, and quantity of work assignments - manage time appropriately - travel throughout the district Analytical ability Creative/Innovative Organizational skills Ability to manage and meet deadlines Ability to take complex problems and present solutions in a sequential and organized fashion
WORKING CONDITIONS	***OCCUPATIONAL REQUIREMENTS*** Sufficient vision and hearing to perform related job duties Able to lift up to 18 kg (40 lbs) and operate related equipment Able to perform related physical and mental activities

Modified: October 3, 2018