The Digital Director I must be a creative, tech savvy multimedia professional who serves as the editor-in-chief of the district’s online newsroom and all digital media platforms, including social media and web. The director in this position must be an excellent writer who understands emerging communication trends and best practices for implementing strategies across various digital platforms and work cross-organizationally to extend the reach of the district’s digital footprint and engagement.

- Conceptualize, create, implement strategies to successfully engage internal and external audiences across social platforms.
- Create and manage editorial calendar.
- Direct and manage the district’s social media platforms, online newsroom, and web sites.
- Direct and assign writers and editors to cover district events, awards, initiatives, and accomplishments to share on all digital platforms.
- Lead and guide leaders from other departments to devise targeted social media strategies to enhance their social media efforts.
- Analyze and develop metrics to progress monitor, evaluate and grow audiences for all communication efforts.
- Coordinate graphic design elements for web and social media.
- Collaborate with marketing and media teams to implement and carry out cohesive campaigns across multiple platforms.
- Train, support, and manage a professional staff of technical and creative types.

Required Bachelor’s degree in video production, photography, social media, marketing, journalism, communications, film-making or related degree.

Required 5+ professional experience in multimedia communications or related field.

Must be a strong writer with experience managing an online newsroom.

Demonstrated professional experience managing and growing the social media presence for a large organization.

Must be flexible and able to respond quickly to shifting priorities and demands.

Ability to communicate effectively with technical and non-technical peers.

Highly adaptable to emerging technology, new developments in graphic, interactive media design and publishing software.
• Skilled working with CMS, Adobe Suite, and other communication systems.
• Outstanding problem-solving and design sensibilities across a variety of digital and print mediums.
• Must be a highly-motivated, self-starter committed to delivering high quality solutions within agreed upon timelines and budgets.

Work Locations

Communication Services
9400 N CENTRAL EXPRESSWAY ROOM 910
Dallas 75231
Full-time
Minimum Salary 82,542.00
Median Salary 100,550.00
Job Posting
Sep 2, 2022