



**Orange County Department of Education  
Human Resources Department  
Classified Management Class Specification**

---

**Manager, Digital Media**

**Class Code: 1458**

**Work Days: 225**

**GENERAL PURPOSE**

Manage, develop, and design content for the Orange County Department of Education (OCDE) website and various communication websites; provide graphic design services and consultation; support Communications initiatives, goals, and objectives; and provide assistance to higher level management staff.

**SUPERVISION RECEIVED AND EXERCISED**

1. Receives direction from higher level management staff.
2. May exercise direct supervision over professional, technical, and clerical staff.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

*This position description is intended to describe the general nature and level of work being performed by an employee assigned to this position. This description is not an exhaustive list of all duties, responsibilities, knowledge, skills, abilities, and working conditions associated with this position. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.*

1. Recommend and assist in the implementation of goals, objectives, and strategic plan; establish schedules and methods for providing specialized services; and implement policies and procedures.
  2. Create, develop, and manage content for the OCDE website and companion blog; coordinate the design aspects of website development projects; and facilitate the nature and scope of website needs.
  3. Develop and implement organizational web presence policies and quality-control standards.
  4. Provide coaching, guidance, and support to departments to ensure web pages and print material align with brand strategy platform and meet other Communications standards.
  5. Provide in-house graphic design services and consultation for print and online publications.
  6. Assist in the development and implementation of strategies for marketing and branding programs, services, and events.
  7. Design a community blog for news and information and a system for allowing customers to subscribe; and maintain a database for internal and external audiences, including community subscribers.
  8. Develop proposals and establish priorities, timelines, and processes for the completion of web development and other projects.
  9. Assist with the development and oversight of social media.
-

- 
10. Coordinate with Information Technology to ensure alignment of Communications goals and objectives.
  11. Demonstrate attendance sufficient to complete the duties of the position as required.
  12. Perform related duties similar to the above in scope and function as required.

### **QUALIFICATIONS (KNOWLEDGE, SKILL, ABILITY REQUIREMENTS)**

#### **Knowledge of:**

1. Web system design and maintenance strategies, graphic design, and web user interface design.
2. Effective Internet development tools and practices.
3. HTML web languages.
4. Adobe Creative Cloud applications including Photoshop, Illustrator, Dreamweaver, WordPress, Premiere Pro, and Media Encoder.
5. American Disabilities Act (ADA) Section 508 compliance.
6. Procedures, methods, and techniques of project and workflow management and organization.
7. Marketing, branding, and Internet architecture.
8. Hardware and software applications and systems.
9. Pertinent federal, state, and local laws, regulations, and standards/principles.

#### **Ability and Skill to:**

1. Plan, direct, and coordinate various projects.
2. Illustrate and produce original digital graphics based on defined client criteria.
3. Understand internet terms and processes.
4. Design user-friendly front-ends for public-facing websites.
5. Interpret various instructions furnished in written, oral, diagram, or schedule form.
6. Interpret the organizational and division strategic plan and create relevant goals and plans for assigned areas.
7. Effectively adapt and adjust program services to meet changing priorities and customer-specific needs.
8. Establish and maintain effective working relationships with various constituencies.
9. Understand, interpret, and explain laws, codes, contracts, policies, and procedures.
10. Develop and present training materials.
11. Prepare clear and concise correspondence, reports, and other written materials.
12. Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.
13. Communicate clearly and concisely, both orally and in writing, in English; and present information effectively in front of both large and small groups.

---

**Education, Training, and Experience:**

A typical way of obtaining the knowledge, skills, and abilities outlined above is a bachelor's degree in communications, web design, marketing, computer science, or management systems and four (4) years of experience in web and digital media or an equivalent combination of training and experience.

**PHYSICAL AND MENTAL DEMANDS**

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class.

**Physical Demands**

Employees must be able to perform the essential functions of the position with or without accommodation. Employees in this classification must be able to travel countywide to a variety of sites within a reasonable time frame, read written and electronic materials, and communicate clearly with those contacted through the course of work (typically in person, on the phone, and via email); perform deskwork for extended periods; and access and operate all required equipment for job duties. The position may include occasional need to traverse uneven surfaces and move items weighing up to 25 pounds.

**Mental Demands**

While performing the duties of this class, employees are regularly required to use written and oral communication skills; read and interpret information; analyze and solve problems; use mathematical reasoning; make observations; learn and apply new information or skills; perform highly detailed work; work on multiple, concurrent tasks with frequent interruptions; work under intensive deadlines and meet productivity requirements; and interact successfully with various groups of people encountered in the course of work.

**WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Employee typically works in an office environment that is moderately paced with moderate to high pressure.