



**Board of Education of the City of St. Louis**  
**CAREER OPPORTUNITY**

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| <b>Position Title:</b>         | Multimedia Design Coordinator and Webmaster |
| <b>Payroll/Personnel Type:</b> | 12 Month                                    |
| <b>Job #:</b>                  | 8947  |
| <b>Reports to:</b>             | Director of Communications                  |
| <b>Shift Length:</b>           | 8 Hours a Day                               |
| <b>Union Eligibility:</b>      | Not Eligible                                |

**Position Summary:**

The Multimedia Design Coordinator and Webmaster position is responsible for creating District marketing and informational materials, including but not limited to print ads, billboards, flyers, yard signs, social media posts, clothing, promo items, booklets, white papers, postcards, brochures, logos, signage and programs. The Multimedia Design Coordinator and Webmaster is also responsible for every aspect of the SLPS website and back-end system and serves as the liaison between SLPS and the website provider and the Public Information Office and schools, each of which as a web page. The ideal candidate is creative, organized and will possess the skills to maintain online content with a thorough and concise eye tied closely to the K-12 education industry. This position reports directly to the Director of Communications.

**Essential Functions:**

- Design digital and print marketing materials as directed by the External Communications and Marketing Liaison, Director of Communications and/or Deputy Superintendent of Institutional Advancement
- Provide graphic design support for all functions of Saint Louis Public Schools
- Act as project manager for website and marketing projects
- Assist in photography and videography on a variety of communications projects.
- Oversee website content maintenance and contribute to site development by creating new and updated content for existing web pages, ensuring consistency with the look and feel of SLPS
- Serve as direct support for all SLPS school websites and provide training to school and District staff on editing of individual school and/or department website sections and pages
- Enhance site functionality ensuring overall website quality; collaborate cross functionally to produce web pages consistent with education industry standards
- Responsible for website development and ongoing management, including but not limited to quality control of all new pages and features and functionality including search engine optimization
- Provide HTML production and graphics support for various project and campaigns
- Develop project milestones, deadlines, and tracking program
- Performs other duties as assigned

**Knowledge, Skills, and Abilities:**

- Expertise in Adobe Creative Suite (Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Adobe Acrobat, Microsoft Office)
- Knowledge of Mac and PC software, hardware and network essentials
- Strong photography and videography skills
- Proven website management experience
- The ability to manage many facets of web design, development and maintenance
- Design concise and professional graphics and navigation



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- Professional presence and demeanor
- A team player with excellent interpersonal skills; someone who knows how to communicate the appropriate level of information to keep all key players in the loop on critical issues
- Creative agency background a plus
- Strong knowledge of latest photography, video, and design equipment trends also a plus

**Experience:**

- Minimum 3 to 5 years of graphic and web design

**Education:**

- Bachelor's Degree from a four-year college or university; or one to two years related experience and/or training
- OR equivalent combination of education and experience in Computer Science, Graphic Design, Communications or related field

**Physical Requirements:**

- Must be physically able to operate a motor vehicle
- Must be able to exert up to 10 pounds of force occasionally, and/or a negligible amount of force constantly to lift, carry, push, and pull or otherwise move objects, including the human body
- Light work usually requires walking or standing to a significant degree

**Working Conditions and Environment:**

- Work is routinely performed in a typical interior/office environment
- Very limited or no exposure to physical risk

**Disclaimer:**

**The information contained in this job description is for compliance with the Americans with Disabilities Act (ADA) and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individuals currently holding this position and additional duties may be assigned.**

**Review/Approvals:**

\_\_\_\_\_  
Employee Date

\_\_\_\_\_  
Immediate Supervisor Date

\_\_\_\_\_  
Human Resources Date



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***In connection with hiring for this position the district shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, sexual orientation, age, disability, veteran status or national origin.***