

Job Title: Digital Content Specialist
Department: Teaching & Learning
(Learning & Innovation Technologies Division)
Reports To: Director of Learning & Innovation
FLSA Status: Non Exempt
Salary Schedule: SC lane 04



SUMMARY

The Learning & Innovation Digital Content Specialist utilizes research-based best practices that harness digital pedagogies, products, and tools to develop digital materials for classroom instruction. The primary responsibility of the specialist is to develop instructional materials that support high levels of learning for ALL district stakeholders. The specialist works collaboratively with the Instructional Coordinator to support current district initiatives. They actively support, champion, advocate, and participate in PLC's at the district, school, and team levels.

ESSENTIAL DUTIES AND RESPONSIBILITIES *may include the following. Regular, reliable worksite attendance and timeliness is an essential job function to perform the essential duties and responsibilities of the position. While this job description attempts to outline all essential duties of the position, the description is not a contract and the job functions are subject to change at the organization's discretion. Other duties may be assigned.*

Uses instructional processes, practices, tools, and resources to:

- Apply knowledge of information technology, devices, audiovisual equipment, operating systems, and software.
- Understand key learning theories and methods of instruction, and their relation to technology integration.
- Demonstrate a sound understanding of best practice regarding digital curriculum, instructional design, models, and frameworks using current trends and research for integrating the high-impact teaching strategies of the district instructional technology model into the school, & classrooms.
- Participate in job-related national, state, and other technology committees.
- Actively participate in PLCs and the PLC process.

Uses data and data systems to:

- Employ and adjust digital learning approaches based on formative and summative data to provide instructional materials for schools
- Develop content that supports the selection, collection, analysis, and use of data to inform instruction and instructional decisions that lead to improved student learning outcomes.

- Promote analysis and management of student data and to integrate appropriate learning technology in classroom instruction based on student needs.

Leadership and Vision

Strategic Planning

- Researches current news, websites, and articles from professional technology organizations and credible resources to ensure district technology instruction aligns with current research and best practice.
- Designs content that supports school digital learning efforts.
- Develops content that supports efforts for strategic plans, learning technology and media plans, and other improvement plans the LEA uses to meet goals, milestones, and deadlines.

Ethics & Policies

- Engages in ethical practices to drive appropriate use and continuous improvement of learning technology and media systems to support learning technology and media responsible use, replacement cycles, and high-impact teaching strategies.
- Understands and applies principles of privacy, security, and online safety related to the use of learning technology, media, and integrates Digital Citizenship content and resources into developed content, where appropriate.
- Maintains current understanding of technology policies and guidelines to ensure alignment of job responsibilities to learning technologies and media use.

Understanding the Educational Environment

Instructional Focus

- Applies understanding of learning technologies and media to support and enhance personalized instruction, to develop deeper learning, future-ready skill sets, and to prepare learners for college, career, and life.
- Utilizes, models, and appropriate learning technologies, digital curriculum, and media to enhance and support traditional, standards, evidence, competency-based learning practices, and student competencies (microcredentials, badging, portfolios, etc.) which lead to high levels of learning.
- Uses multiple methods to identify, select, manage, assess, and evaluate appropriate uses of learning technology and media to collect and analyze data, interpret results, and support instructional decision-making to improve instructional practice and the quality of student learning.
- Adjusts created content to meet current instructional and assessment needs based on stakeholder feedback and through ongoing, collaborative communication through the Learning & Innovation Team.

Professional Development

- Attends, promotes, supports, and participates in synchronous and asynchronous digital professional learning experiences, training, meetings, PLCs, and conferences to develop personal understanding of Professional Learning Communities, build Personal Learning Networks, and to engage in Communities of Practice.
- Maintains awareness of emerging learning technologies to implement current (and future) instructional technology research, tools, and trends that advance instructional content improvement.
- Designs instructional content that supports district digital learning and school initiatives that employ online, blended, personalized, and competency-based models.
- Assists the Learning & Innovation Team in updating and managing the district Educational Technology Endorsement program, and international technology programs and certifications, when asked.

Team Building and Staffing

- Understands, works with, and participates in professional learning communities that stimulate, nurture, and support faculty and staff in using technology and media to grow a culture of ongoing training, learning, and responsible risk-taking for learning technologies.
- Works collaboratively with the Learning & Innovation team to integrate digital practices, resources, and tools teaching & learning.
- Fully participates in the work of the Learning & Innovation Team.

KNOWLEDGE, SKILLS, ABILITIES, AND QUALIFICATIONS *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Must demonstrate an acceptable level of maturity, good judgment, and emotional stability.*

Ability to read, write, and communicate effectively in English at a level required for successful job performance. Ability to read, analyze, and interpret common scientific and technical journals. Ability to respond to common inquiries or complaints from employees, regulatory agencies, administrators, students, or members of the community. Strong written and oral communication skills. Strong presentation and interpersonal skills.

Ability to work with applicable mathematical concepts. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations. Ability to perform mathematical operations using units of American money.

Ability to apply common sense understanding to carry out essential duties of this position. Ability to carry out instructions furnished in written, oral, or diagram form. Ability to troubleshoot and solve problems involving concrete variables and situations. Ability to define problems, collect data, establish facts, and draw valid conclusions.

SUPERVISORY RESPONSIBILITIES

This job has no supervisory responsibilities.

EDUCATION and/or EXPERIENCE

- Demonstrated skill and at least one year of experience in utilizing the district Assessment and Learning Management Systems (Performance Matters, Canvas, & Schoology) for development of instructional content.
- Minimum of 1 year related technology experience and training in the essential functions of the position; or equivalent combination of education and experience.
- Graphics art experience with current ability to develop materials for assessments, curriculum, branding, etc.
- Sound understanding of, assessment development, use, and analysis.
- Educational experience with sound understanding of learning technology development and implementation.
- Demonstrated understanding of high-impact digital teaching and learning strategies, to include best practices and current trends, products, software, tools, and research.
- Experience using multiple digital curriculum and data systems.

CERTIFICATES, LICENSES, REGISTRATIONS

Must have and maintain an active Utah Driver's License. Must complete Utah Risk Management Defensive Driver training every two years (Utah Code R31-1).

PHYSICAL DEMANDS *The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee is regularly required to sit, use fingers and hands, talk, and hear. The employee is occasionally required to stand, walk, and reach with hands and arms. The employee must regularly lift and/or move up to 10 pounds, frequently lift and/or move up to 25 pounds, and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and ability to adjust focus.

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

While performing the duties of this job, the employee is regularly exposed to moving mechanical parts, outside weather conditions, and risk of electrical shock. The noise level in the work environment is usually moderate.

Prepared By: Director of Learning & Innovation			Date: 11/25/2024
Approved By: Human Resources Assistant Director			Date: 12/02/2024
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EMPLOYEE ACKNOWLEDGEMENT OF RECEIPT:

By signing below, I acknowledge that I have received a district approved position description for my current position. I understand it is my responsibility to review the position description and direct any questions regarding the position description to my department supervisor or the Human Resources Department.

Print Name:	Date:
Employee Signature:	