



Kalamazoo County Area Schools Employment Consortium

Employment Application

Openings as of 5/24/2016

Digital Media Specialist

JobID: 3374

Position Type:

Technology

Closing Date:

06/10/2016

Date Posted:

5/24/2016

Location:

KRESA/Service Center

Division:

HR & Communications

Position Type:

Full-time

Hours:

M-F 7:30-4:30

Essential Duties and Responsibilities:

Graphic Design & Production:

- Create and produce effective and engaging sales collateral, direct mail, trade show booth graphics and other printed materials.
- Develop graphics and multi-media content for use in social media, web sites and for communications department.
- Produce print projects with pre-press knowledge using Adobe InDesign.
- Write specifications for printing and reproduction and coordinate with Kalamazoo RESA printing services, including review of proofs as needed.
- Ensure continuity, look-and-feel and adherence to branding standards in organization's visual communications.
- Design annual reports, directories, help cards, flyers and brochures for Kalamazoo RESA and its departments.

Web Design and Development:

- Provide informed recommendations for design and layout, behavior and functionality of websites for best practices.
- Create styles in content management system (CMS), and assist webmaster as needed.
- Develop help cards and video tutorials for support.
- Assist communications department with developing content for placing on the web.

Teamwork & Collaboration:

- Collaborate with communications department to develop compelling and highly-targeted marketing campaigns.
- Establish styles, providing guidance, and sharing advanced-level knowledge with other

designers as needed.

- Continually seek additional opportunities for professional development to stay on top of advancements in design and development in a marketing capacity.
- Keeping up with technology and assessing new tools to find what's most effective and time saving;

Other Responsibilities:

- Recommend or perform minor remedial actions to correct problems.
- Create presentations using various tools such as PowerPoint and Prezi.
- Edit videos and create short animations.
- Other duties may be assigned.

Qualifications:

Associate's degree or equivalent from two-year college, or one to three years related experience and/or training; or equivalent combination of education and experience. Advanced level skills using Adobe Creative Suite/Adobe Creative Cloud. Intermediate level skill set working with HTML and CSS. Strong sense of web design and a general understanding of the fundamentals of user experience and cross-platform compatibility. Intermediate knowledge or better of print design and production concepts. Experience working with web content management systems (CMS). Intermediate level skills working with email clients such as Madmimi or MailChimp. Effectively present information in front of groups and engage in audience. Embraces and supports KRESA philosophies related to diversity, inclusiveness and anti-racism. Ability to interact effectively with individuals from a wide range of cultures. Ability to discuss cultural differences with colleagues and clients. Ability to assess ones own strengths and limitations or challenges and integrate this understanding into interpersonal interactions.

Preferred Skills:

Intermediate-level experience or better using Microsoft Office Suite (Excel, Word, Outlook, PowerPoint) preferred. Experience with in-house digital printing process a plus. Experience filming and editing video for web and social media a plus. Ability to select and develop appropriate methods, skills and techniques attuned to people's cultural, multicultural or marginal experiences in their environments. Ability to effectively employ multicultural approaches in resolving problems.

Apply online at www.kresa.org/jobs

Kalamazoo RESA is an Equal Opportunity Employer/Program.

Auxiliary aids and services are available upon request to individuals.

It is the policy of Kalamazoo Regional Educational Service Agency that no discriminating practices based on gender/sex, sexual orientation, race, religion, height, weight, color, age, national origin, disability or any other status covered by federal, state or local law be allowed during any program, activity, service or in employment. The following positions at Kalamazoo RESA have been designated to handle inquiries regarding the nondiscrimination policy: Director of Human Resources, Tom Zahrt. Contact information: 269-250-9200, 1819 E. Milham Avenue, Portage, MI 49002.

FMLA regulations require all employers to post the [updated FMLA notice](#).

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