

JOB TITLE: **Multi-Media Specialist**
REPORTS TO: **Director of Communications & Public Relations**
DEPT/SCHOOL: **Communications & Public Relations**
WAGE/HOUR STATUS: **Exempt**

Primary Purpose

To digitally communicate the image and goals of the district through the use of effective video, web and other digital communication strategies under the leadership of the Director of Communications and Public Relations. In the role of *Videographer*, provide coordination, research, execution, production, management, and maintenance of district-level video productions for public/stakeholder consumption for the Coppell ISD. As the district's *Webmaster*, design and maintain the CISD website, and oversee the content of the district and campus web pages.

Qualifications

Education:

Bachelor's degree preferred, experience in ENG and studio video production, experience in professional communications-related field necessary.

Special Knowledge/Skills:

- Have experience and training in the fundamentals of current video production techniques including computer generated graphics and animation (both 2D and 3D) as well as computer based linear/non-linear editing equipment
- Knowledge of modern lighting and audio equipment
- Experience using Adobe Premier and/or Final Cut Pro editing systems, including digitizing from a variety of sources
- Knowledge of Photoshop, AfterEffects, Illustrator and DVD Studio Pro or similar applications
- Knowledge of web standards for video productions
- Have exposure to the fundamental concepts of communications and public relations
- Have demonstrated ability to take a project from concept to completion with minimal supervision and direction
- Have demonstrated creativity in producing videos that meet the expectations of project clients
- Have proficient skills in basic graphic design, Desktop publishing, writing & editing
- Have ability to function productively as a member of a creative team

Experience:

- Two or more years of professional video production and website/social media management experience preferred

Major Responsibilities and Duties

Videographer -

- Implement and support district-level videography efforts at the direction of the Communications & Public Relations Director.
- Develop district-level video productions from concept to completion, including all necessary scripting, filming, content and overall creative design.
- Responsible for all aspects of video editing and formatting.

- Support campus, department, and program-specific video solutions for public/stakeholder consumption.
- Remain current regarding trends, new technologies and software for video production and distribution.
- Oversee the routine maintenance and periodic upgrade of video production equipment.
- Manage sound room for all Regular School Board Meetings.
- Assist Communications & Public Relations Department with the management of website and social media.
- Assist with campus website management and offer trainings as needed.
- Assist Communications & Public Relations Department with digital photography assignments as needed.
- Participate in event planning and activities that are the responsibility of the Communications and Public Relations Department.
- Perform other duties as assigned by the Director of Communications & Public Relations.

Website & Social Media Manager -

- Design and maintain CISD website, updating and changing it on a regular basis to provide an accurate and timely source of information to visitors.
- Make certain processes are in place to maintain timely and accurate information on the district website and social media at all times.
- Oversee the content of the district, campus, and departmental web pages.
- Work closely with the Communication's and PR staff to assure overall quality in content and design, providing technical support on web page related issues when needed.
- Create written and visual content for the web, social media, and district communication applications when necessary.
- Develop and maintain guidelines for the web that are in line with overall district goals and standards that are supported by district policies.
- Constantly seek out information for the site and explore new technology and software and how it might assist the district in communicating to various audiences.
- Attend professional development activities to keep abreast of innovations in information management technology services.
- Perform other duties as assigned by the Director of Communications & Public Relations

Technical Support

- Apply technical expertise and knowledge to other district-directed projects as well as field technical support and troubleshooting (including CTE media instructor).

Communication Applications

- Oversee the use of district communication applications to ensure accurate, consistent, appropriate, and timely communications.
- Work closely with district communication application providers to ensure all enhancements and fixes are done well and in a timely manner.
- Provide training and technical support on all aspects of district communication applications.
- Continue to seek ways to improve district communications applications
- Prepare weekly district e-newsletter for electronic distribution

- Maintain mass communications system, including training and technical support

Supervisory Responsibilities: None

Working Conditions and Equipment Used

Mental Demands/Physical Demands/Environmental Factors:

- Ability to communicate technical information in a non-technical manner
- Ability to work in a high energy environment handling constant interruptions, timelines, and deadlines
- Balance a multitude of projects at once
- Keep confidential information private
- Maintain emotional control under stress
- Respond to a highly diverse community
- Driving to and from locations
- Occasional shift of work schedule between morning and evening hours
- Repetitive hand motions
- Extended viewing of computer monitors
- Ability to lift up to 30 pounds in AV equipment
- *Equipment:* professional video and audio recording equipment (both studio and ENG), computer, professional video and audio editing equipment, lighting equipment, phone, and copier