



<b>Job Title:</b>	Multimedia and Marketing Coordinator	<b>Wage/Hour Status:</b>	Exempt
<b>Reports To:</b>	Associate Supt. for Communications and Marketing	<b>Pay Grade:</b>	Admin/Prof 4
<b>Dept. /School:</b>	Administrative Building	<b>Date Revised:</b>	08/29/17

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**Primary Purpose:**

Assist with audio/visual and graphic design needs throughout the school district, as well as video production, editing, and broadcasting a variety of district news and events. Assist with internal and external marketing efforts and overall communications goals of the district.

**Qualifications:**

**Education/Certification:**

Bachelor's degree related to video production, graphic design, communications, public relations, new media, marketing, journalism or a related field.

**Special Knowledge/Skills:**

1. Proficient in video production/editing, including telling a story through videography; still photography; graphic design; communications; public relations and professional publication production.
2. Strong organizational and interpersonal skills.

**Experience:**

3. Experience in video production/editing and graphic design applications, such as Adobe Premiere Pro, Adobe After Effects, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat and related Adobe Creative Cloud Software; Final Cut Pro, Microsoft Office 365 products and additional knowledge of online design and animation programs such as Adobe Spark and Canva.
4. Experience in photography, including editing and lighting.
5. Experience in the use of television production and broadcast equipment in recording complex, multi-location and multi-shot productions.
6. Experience in scripting video productions and radio spots preferred.

**Major Responsibilities and Duties:**

7. Conceptualize, write, produce, direct, edit and disseminate in final form, district/school promotional videos, public service announcements, presentations, cable channel programming and school board meetings.

8. Facilitate management of video boards at two district stadiums for approximately 20 home football games per year, as well as for playoff games and other events conducted at the stadiums.
9. Provide graphic design support for District departments and schools in the areas of signage, advertising and other communication pieces.
10. Photograph and videotape events.
11. Work with the technology department to provide live video coverage of graduations and other district events, including School Board meetings. Assist in planning and implementing special events.
12. Help maintain the communications department's graphic, photo and video files.
13. Design brochures, flyers and other collateral items while designing established district documents in accordance with a consistent style and a defined brand.
14. Work with the Associate Superintendent of Communications and Marketing in brainstorming and planning marketing campaigns.
15. Work with the Associate Superintendent of Communications and Marketing in establishing brand identity and brand consistency for the district.
16. Produce and coordinate graphics/commercial content for MISD Athletic Complex.
17. Work with the Associate Superintendent of Communications and Marketing in providing video and graphic content for the district website, social media pages and other communication outlets.
18. Work with community organizations on special projects.
19. Gather information and generate ideas for District stories.
20. Assist the communications department in the public relations and media relations needs of the District and maintain confidentiality.
21. Assist the communications department in website and social media auditing and monitoring.
22. Direct and oversee interns on various video productions.
23. Come to work with a positive "can-do" attitude and treat team members with respect.

**Supervisory Responsibilities:**

None

**Equipment Used:**

Digital camera(s), video/audio equipment, DSLR video packages, wireless audio and video systems, MacPro and PC editing systems, portable lighting packages, and a variety of photography equipment.

**Software:**

Adobe Creative Suite, Final Cut Pro, Microsoft Office Suite, After Effects, web content management system and a variety of social media and communication platforms; plus ability to adapt and learn new software.

**Working Conditions:**

**Mental Demands/Physical Demands/Environmental Factors:**

Maintain emotional control under stress; work with frequent interruptions. Ability to transport and carry video and photography equipment; prolonged use of computer. Occasional prolonged and irregular hours.

*NOTE: The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities, duties, or skills that may be required.*