



Job Title: Multimedia Specialist (Communications)

Wage/Hour Status: Exempt

Reports to: Chief Communications Officer

Pay Grade: AM - 2 / 226

Dept. /School: Communications Department

Date Revised: 11/29/2018

Primary Purpose: This position works directly under the supervision of the Chief Communications Officer to support and assist with design development, branding and marketing regarding the promotion of Public Relations objectives. The Multimedia Specialist will focus on creative and innovative storytelling through video production, photography and graphic design. As a member of the Communications & Public Relations Department, this position supports the goals of the Department, promoting positive public relations between the school District and the community by preparing and distributing information effectively.

Qualifications and Experience:

Education/Certification

Bachelor's degree from an accredited college or university in marketing, journalism, communications or related field

Special Knowledge/Skills

- Ability to tell a compelling story
- Effective communication and interpersonal skills
- Proficient with digital video and photograph equipment
- Proficiency in operating video equipment, logging and editing video, and utilizing industry standard software such as Premiere Pro or After Effects (preferred)
- Knowledge and basic understanding of graphic design and layout concepts, desktop publishing skills, such as Adobe Creative Suite.
- Knowledge of open source content management systems, such as Word Press and Blackboard (preferred)
- Ability to use personal computer and software to develop spreadsheets, databases and perform word processing
- Strong organizational, communication, critical thinking, problem solving, Public Relations, time management and interpersonal skills
- Bilingual skills a plus but not required

Experience

Prefer a minimum of two years of experience with professional video production and graphic design

Major Responsibilities and Duties

- Create, develop, produce and edit digital videos that support the District's mission and goals
- Provides graphic design, creation and production of digital and print materials



- Assist with monitoring District brand protection and consistency
- Assist in providing media management during emergency and/or crisis situations and serve as secondary liaison between the District, community, and media to positively promote the District
- Evaluate annually the effectiveness of communication efforts for the purpose of continuous improvement
- Collaborate with Communication staff to determine the most effective way to reach target audiences
- Deploy initiatives that contribute to the successful fulfillment of the Communication plan, including marketing projects and employee appreciation events
- Contribute to the Communication Department overall project management calendar and planning system
- Stay abreast of the latest trends and practices in Communications and Public Relations by attending appropriate professional development opportunities
- Model high standards of professional integrity and maintain confidentiality of privileged information

Supervisory Responsibilities: None

Mental Demands/Physical Demands/Environmental Factors:

Tools/Equipment Used: Computer, printer, copier, fax machine, digital single lens reflex camera, digital video camera, smart mobile phone and/or tablet device

Posture: Prolonged sitting; occasional bending/stooping, pushing/pulling, and twisting

Motion: Repetitive hand motions including frequent keyboarding and use of mouse; occasional reaching; prolonged use of computer

Lifting: Must be able to carry heavy equipment, such as cameras and lights that weight could as much as 40 pounds.

Environment: Primarily office work with regular duties outside the office for special events, campus promotions, training.

Mental Demands: Work with frequent interruptions; maintain emotional control under stress

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

Employee Print Name _____

Employee Signature _____

Date _____