



EAGLE MOUNTAIN SAGINAW ISD

Fostering a Culture of Excellence

Job Title: Multimedia Communications Coordinator
Reports to: Director of Communications
Dept/School: Central Administration Office

Wage/Hour Status: Exempt
Pay Grade: Am Pay Grade 2
Date Revised: 9/20/2018

Primary Purpose:

To find, produce, and distribute effective stories that promote the district across different media. The Multimedia Communications Coordinator (MCC) will work as a digital storyteller within the Communications Department to promote news and announcements of the district, with a focus on multimedia content including video, still photography, audio, website, social media, closed-circuit television, website, presentations, digital signage, and graphics. The MCC will create content for the internal and external multimedia needs of the district and contribute in an active and dynamic communications, marketing and community engagement environment.

Qualifications:

Education/Certification

- The ideal candidate will have earned a degree (bachelor's preferred) in broadcast journalism, multimedia communications or related field from an accredited college or university and will have experience in effective multimedia storytelling using various communication mediums.

Special Knowledge/Skills

- Excellent skills in telling meaningful and effective stories about people, places and programs in various media formats
- Proven and effective written and verbal communication skills
- Ability to create and execute a multimedia project from pre-production to post-production, including video/audio scripting, storyboarding, interviews, editing and distribution
- Experience in designing graphics, both still image and animated, for use in printed, digital and video formats
- Skills using industry-standard software for graphic design, video production and general office
- Knowledge of social media best practices, particularly as it pertains to video and visual content
- Experience in portrait and event photography
- Strong writing skills with knowledge of AP style
- Strong time-management skills with the ability to manage multiple assignments successfully within tight deadlines
- Initiative, positive attitude and strong work ethic
- Self-starter and self-motivator with the ability to think independently to solve problems
- Ability and willingness to work collaboratively within a close team
- Ability to have successful interactions with children grades Pre-K through 12 and educators at both the campus and administrative levels

Experience

- No less than two years of experience in broadcast news media, visual storytelling, digital marketing production, or related communications field. On-camera experience preferred.

Major Responsibilities and Duties:

Communications Department Main Role

1. Seek out and develop positive stories at campus and district level, working with campus liaisons to inform, promote and celebrate our students, staff, schools, district and public education
2. Research, report, write, capture visual content, edit and produce quality stories for all/multiple multimedia platforms
3. Produce accurate and engaging stories that reflect the district's standards of quality, editorial style and branding
4. Appear on camera in district publicity when appropriate for video interviews or narration
5. Manage district YouTube channel, tracking content reach and engagement metrics
6. Research and identify best interface solutions for multimedia applications, platforms and services that can be used to expand district resources for sharing stories with district audiences
7. Assist with any and all aspects of special events and special projects
8. Respond quickly and appropriately in crisis situations; become available to assist the Director of Communications with crisis response tasks as directed

Internal Staff Relations

1. Produce content specifically for internal Campus Connection newsletter
2. Assist staff in preparing multimedia stories and presentations
3. Create and maintain positive relationships with district, campus, and department personnel; teachers and support personnel; and administrative employees
4. Actively participate/assist in the implementation and promotion of the district's Aspire 2022 Strategic Plan; provide guidance, training and support for administrators, campus leaders and teachers in telling their stories and communicating with their specific audiences
5. Support campuses and departments when needed for events

External/Community Relations

1. Identify, create and disseminate video stories on a weekly basis to showcase students, staff, programs and district successes
2. Produce content specifically for external *EMS ISD eNews* newsletter and *EMS Proud* magazine
3. Produce Facebook live reports from special events, appearing on camera when appropriate
4. Assist in the creation of accurate and detailed information during special initiatives such as bond campaigns and board elections

Professional Growth and Development

1. Attend appropriate conferences and workshops to stay informed on industry trends and professional practices, and disseminate information and ideas gathered with appropriate staff members; memberships to local, state and national professional organizations are provided
2. Seek out related professional development activities and training programs to further skills, abilities, and effectiveness as a school public relations professional
3. Seek, accept, and respond appropriately to feedback from others to continuously improve performance of assigned duties and grow professionally
4. Attend staff, Board, and other meetings as required
5. Perform duties in a professional and ethical manner

Supervisory Responsibilities: None.

Working Conditions:

Mental Demands/Physical Demands/Environmental Factors:

- Maintains office setting within the Administration complex
- Frequent in-district and occasional statewide travel
- Demonstrate patience, flexibility and professionalism when interacting with students, staff, parents, visitors and members of the community
- Work with frequent interruptions
- Maintain emotional control under stress
- Occasional prolonged and irregular hours, including some nights and weekend events
- Standing, squatting, kneeling, sitting and other positions as necessary to carry out job duties
- Carry and lift up to 50 pounds

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.

Approved by _____ Date _____

Reviewed by _____ Date _____