

JOB TITLE: **Video/Multimedia Specialist**
REPORTS TO: **Ex. Director of Comm/Community Relations**
DEPT./SCHOOL: **Communications/Community Relations**

WAGE/HOUR STATUS: **Exempt/Prof. Exemption**
DATE REVISED: **11/2017**

Primary Purpose:

As part of the district's overall communications efforts, provide high quality video production, and other media content, from a variety of district news and events. Assist with internal and external communications efforts and overall public relations goals of the district.

Qualifications:

Education/Certification:

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

Special Knowledge/Skills:

Proficient in video production/editing, including telling a story through videography; still photography; graphic design; communications; public relations and social media
Strong organizational, communication, and interpersonal skills
Knowledge of 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, web content management systems, and a variety of social media and communication platforms

Experience:

One to three years of experience in video production/editing applications
One to three years of experience in the use of television production and broadcast equipment in recording complex, multi-location and multi-shot productions
One to three years of experience in scripting video productions

Major Responsibilities and Duties:

1. 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.
2. Assist in management of the stadium video board, including home football games, as well as for playoff games, and other events conducted at the stadiums.
3. Provide content for the district's social media platforms.
4. Photograph and videotape events.
5. Work with the technology department to provide live video coverage of key district events, including School Board meetings. Assist in planning and implementing special events.
6. Help maintain the communications department's graphic, photo, and video files.
7. Work with the Executive Director of Communications and Community Relations on projects to show case the District.
8. Produce and coordinate videos/social content for campuses/other district departments.
9. Work with the Communications and Community Relations team in providing video and graphic content for the District website, social media pages, and other communication outlets.
10. Work with community organizations on special projects.

- 11. Gather information and generate ideas for District stories.
- 12. Assist the communications department in the public relations and media relations needs of the District and maintain confidentiality.
- 13. Assist the communications department in auditing and monitoring the district website and social media.
- 14. Direct and oversee students on various video productions.

Supervisory Responsibilities:

None

Mental Demands/Physical Demands/Environmental Factors:

Tools/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.

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

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

Lifting: Lifting and transporting of video and photography equipment (less than 50 pounds)

Environment: May work prolonged or irregular hours

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.

Approved by: _____
 (Employee signature) Date

Reviewed by: _____
 (Employer signature) Date