

DIGITAL COMMUNICATIONS SPECIALIST

Classification: Technology

Location: Assigned Department

Reports to: District Administrator

FLSA: Non-Exempt

Bargaining Unit: OSEA

This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Part I: Position Summary

Assist in the implementation and use of digital, photography and audio recording in all areas across the district. Assist administrators, staff, and students with the technical and aesthetic aspects of digital production using equipment, software, and other means of digital production. Assist in guiding equipment purchases to assure the needs of the customer are met.

Part II: Supervision and Controls over the Work

Work is performed with a high degree of independence under the minimal direction of the supervisor and/or Executive Director of Community Relations. Work is evaluated for timeliness, reliability, quality of product, effective representation of the District, and excellent customer support.

Part III: Major Duties and Responsibilities

1. Responsible for producing and ensuring quality digital communications and other digital projects that are consistent with the District's brand and standards, as well as aligned to the District's mission and strategic plan.
2. Implement effective graphic design and layout in work, creating and integrating photos, video, audio and other forms of media.
3. Conduct digital interviews of staff, students, and stakeholder.
4. Work with district leaders and the communications team on video projects.
5. Effectively work on multiple production assignments simultaneously.
6. Attend key events in the District to record (video, audio, photography).

7. Prepare, deliver and set up AV equipment for customer use in studios, conference rooms, and other locations as needed for monitoring, meetings, hearings, presentations, and events.
8. Design and deliver instruction to staff and students in the use of digital and media production services, to include proper use of equipment and development of communication skills.
9. Responsible for educational cable channel operation, programming, maintenance, and upgrades and the communications with the cable channel provider.
10. Work closely with the other entities, e.g., Clackamas Education Service District, Oregon Department of Education, within the state on digital use in classroom instruction and projects using digital conferencing, cable, online media, and other means of digital production. Facilitate relationships with vendors.
11. Maintain digital production equipment and make recommendations for updates to department as well as school equipment.
12. Maintain and catalog digital records for future reference.
13. Act as a consultant in the solicitation, evaluation, and purchasing of new equipment and assist in training staff in the use of new equipment.

Perform other duties as assigned.

Part IV: Minimum Qualifications

- Bachelor's Degree or certification in broadcasting, digital communications, or five (5) years prior work experience in digital communications, broadcasting in both studio and field environments, or an equivalent combination of education and experience
- Ability to operate and trouble shoot, broadcast level digital production, conferencing, and distribution equipment and software.
- Ability to demonstrate and model excellent communication skills and develop them in others.
- Ability to use independent judgment in representing and speaking on behalf of the District.
- Strong expertise in audio recording, videotaping, and editing; proficiency with analog and digital editing systems (broadcast applications and general production); proficiency in editing and digitizing raw footage.

- Strong technology, mathematical, and analytical skills and the ability to develop written communications to effectively and efficiently communicate complex information.
- Ability to work effectively in solving complex digital communications issues in an environment with frequent interruptions requiring the ability to concentrate and consistently produce accurate work while responding to interruptions and changing priorities.
- Ability to interact with staff and community members personally, telephonically, and through electronic communications, in a warm, confident, and effective manner.
- Ability to work independently without close supervision to include the ability to organize work responsibilities, prioritizing to meet deadlines.
- Ability to integrate digital with other technologies, such as, photography, audio, streaming, digital on demand, digital sharing, and multi-media technology.
- Ability to perform maintenance and minor repairs, supervises major repairs, or modifications, of production equipment and facilities.
- Demonstrate ability to work with administrators, staff, and students, in the use of video for instruction and projects.
- High level organizational skills including maintenance and archiving of digital records.
- Demonstrated skills to interact positively with staff, vendors, and parents.

Part V: Desired Qualifications:

- Bilingual and bicultural skills.
- Specific knowledge and experience managing district-specific technology (e.g., SEON).

Part VI: Physical and Environmental Requirements:

The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to perform the physical requirements of the job which include reaching, grasping, climbing/descending stairs, bending, twisting, kneeling, sitting, and standing for extended periods of time.

- Must have physical capacity to move media equipment to and from carts, and to and from various school locations including ability to occasionally lift and move media equipment.
- Ability to sit, stand, move around as a regular part of the job.
- Ability to lift and move equipment weighing up to fifty (50) pounds.
- Specific vision abilities include ability to read schematics, close and distant vision, color vision, and the ability to adjust focus.