



SUPPLEMENTAL

ACADEMIC SPONSOR - ELECTRONIC MEDIA COMMUNICATIONS

JOB DESCRIPTION

JOB TITLE: Academic Sponsor - Newspaper
REPORTS TO: Principal
LOCATION: Secondary School
AVAILABLE: 1 per location

FLSA STATUS: Supplemental
PAY GRADE: SUP-03 (HS) SUP-04 (MS)
ASSIGNMENT: One Year with Application
JOB ID & DATE: SUP-34 | October 2023

JOB PURPOSE SUMMARY

The Electronic Media Communications Sponsor guides and facilitates the activities of the school's Electronic Media Communications Group. This position offers a unique opportunity to empower students in exploring the realms of digital media, communications, and storytelling while fostering a sense of creativity and community within the school. Media includes but not limited to: web-design, online publication, online news channels, and video production

REQUIREMENTS | SKILLS

Education Level | Licensure | Work Experience

See Primary Job Description.

Experience working in the media highly preferred.

KEY FUNCTIONS, ESSENTIAL DUTIES AND RESPONSIBILITIES

- Oversee and coordinate all activities of the Electronic Media Communications Group, which may include video production, podcasting, broadcasting, and digital storytelling.
- Collaborate with students to create engaging and informative digital content for the school community, encouraging creative expressions and storytelling.
- Ensure students have access to necessary electronic media equipment, software, and technology to create high-quality content.
- Help students develop proficiency in using digital media tools and platforms.
- Establish and maintain a consistent schedule for releasing group-produced content, aiming for at least one publication or broadcast per month.
- Provide guidance on the editorial direction, content selection, and quality of the electronic media content, ensuring it aligns with the school's values and showcases student achievements.
- Develop strategies for managing the group budget, covering expenses related to equipment, software licenses, and content distribution.
- Foster a collaborative and innovative environment where students can explore and develop their electronic media skills, such as video editing, podcast production, broadcasting, and scriptwriting.

- Maintain open communication with students, parents, and school administration regarding club activities, content release schedules, and special projects.
- Conduct training sessions and workshops to enhance students' digital media skills, including video production, audio recording, editing, and content marketing.
- Collaborate with parents, alumni, and local professionals in the electronic media field to support and enrich the group activities.
- Organize events to engage the broader community with the group content and activities.
- Act as a mentor and advisor to students, guiding their growth in digital media, communications, teamwork, and leadership within the group.