

Redlands Unified School District

MULTIMEDIA COMMUNICATIONS SPECIALIST

DEFINITION

Under general supervision, the Multimedia Communication Specialist provides support to the District and Community Relations Specialist and the District's educational program by recommending, designing, and producing multimedia content to promote the District's brand, programs, and services to internal and external stakeholders using a variety of media and techniques, including media relations, video production, social media, marketing, and website content; provides strong photography and videography skills with editing experience; performs routine administrative tasks for more than one manager/supervisor; and performs other related work as required.

ESSENTIAL FUNCTIONS

Utilize digital storytelling through video, electronic, and graphic communications to promote the vision of the District as well as instructional focus of the organization; produce video and digital media story ideas to supervisor on a routine basis using salient information gathered from multiple sources; collaborate with District and site personnel for the purpose of developing public communication, email items, video clips, and web content; assist with the layout, design, and production of the website and maintain content of website, electronic and printed newsletters, various social media outlets and other publications; assist with school site webmasters in updating and creating information; coordinate, film, produce, and edit a variety of videos and photographs for the District and school site programs and events for the purposes of positive promotion; operate a variety of video, audio and computer equipment for the purpose of producing programs for broadcast, website, various social media outlets, and email distribution; maintain collegial relationships with District office and site staff, administrators, teachers, coaches, students, parents and community members for the purpose of serving as a communications liaison for the District and schools; collect and maintain a library of media coverage of schools and the District; research, monitor, and assist with implementation of strategies as approved for utilizing new technologies to more effectively and efficiently advance the District's goals; monitor and release appropriate District media and applications which may require working evenings, weekends, and school breaks to cover a multitude of District events.

EMPLOYMENT STANDARDS

KNOWLEDGE AND ABILITIES

Knowledge of:

Web publishing software applications;

Social media applications;

Video and photo editing software;

Graphic design principles and techniques;

Terminology, principles, and methods utilized within the department;

A variety of educational and communication field concepts, practices, and procedures.

Ability to:

Effectively communicate and interact with supervisors, members of the general public and all other groups involved in the activities of the District;

Keep abreast of any changes in policy, methods, digital and social media technologies, computer equipment needs, etc. as they pertain to department operation and activities;

Perform complex and specialized technical work utilizing independent judgment with speed and accuracy;

Ability to (continued):

Comprehend, interpret, and apply regulations, procedures, and related information;
Prepare clear, concise, and comprehensive reports;
Collaboratively develop, implement, and sustain an effective website and social media presence for the District;
Establish and maintain cooperative working relationships with the public and District personnel;
Understand and carry out oral and written directions;
Relate effectively with racially and ethnically diverse staff, students, and community.

Skills:

Type at a rate of 40 words per minute from clear, legible copy; capable operation of computers, digital still and video cameras; excellent verbal, written and interpersonal communication skills; proficiency with current technology for performance of duties; strong organizational, human relations, and technical skills; excellent analytical, critical thinking, and judgment skills.

EDUCATION AND EXPERIENCE

Education:

Associate's degree or equivalent from an accredited college or university with a degree in public relations, journalism, graphic art and design, communications, or related field; Bachelor's degree desirable.

Experience:

Two years of experience in graphic design, video production and social media channels; previous experience working with a variety of graphic, video, and web-based software applications (e.g., Adobe Creative Suite, Final Cut Pro) is preferable; previous experience working with the public school system is preferable.

LICENSES AND CERTIFICATES

If driving a vehicle is required in the course of work, operator must possess a valid and appropriate California driver's license; qualify for insurability with the District's insurance carrier. A valid first aid certificate will be required for some assignments.

PHYSICAL REQUIREMENTS AND WORKING CONDITIONS

Strength:

Work may involve lifting objects up to 50 pounds; physical dexterity in limbs and digits necessary to operate office equipment.

Pre-placement Physical: Class I