

Position: Digital Media Production Specialist	FSLA: Non-exempt
Department: School Leadership and Support (SLS)	Salary Grade: 26
Reports to: Director of SLS or Designee	

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

OVERALL OBJECTIVE AND SUMMARY

Under general direction of an assigned supervisor, the Digital Media Production Specialist (DMPS) will plan, manage, and maintain all components of the design, development and production of District instructional and promotional videos, photos, images and other media to meet the needs of the District, work with department personnel to produce video presentations and promote District programs. The DMPS will accomplish the bulk of the technical tasks related to production and post-production. He or she will transport, set up, operate equipment and assist with staging and set preparation. The DMPS will work closely with District leaders and departments/schools to execute a concept through to completion.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Essential responsibilities and duties may include, but are not limited to, the following:

- Determines what digital production equipment is necessary and obtains equipment.
- Transports, sets up, and operates various production equipment including computers and other devices, cameras, audio and video recorders, lighting equipment, props, and microphones for location and studio production.
- Operates and maintains proper levels and calibration of cameras, audio and video recorders, and other production equipment; maintains equipment and coordinates equipment repairs in a reasonable, timely manner to meet the needs of the District and community; manages equipment repair budgets as needed.
- Establishes effective and ongoing communication with district administrators and others regarding the design, layout, and preparation of media related to a variety of district programs and services.
- Participates in meetings; provide technical support; and participates in the district's communications program as appropriate.
- Creates productions including but not limited to: instructional content; district, school and community events; promotional videos, press releases, presentations, and advertisements; interview footage; and website, digital and other social media content for use by district administrators and supervisors to communicate information to the Board, Superintendent, employees, parents, the general public, other school districts, professional organizations, and media representatives.
- Develop briefings, brochures, multimedia presentations, web pages, promotional products, technical illustrations, and computer artwork for use in products, technical manuals, literature, newsletters and slide shows.
- Advises users on the type of media to maximize results, especially to improve instruction; reviews concepts, develops alternative plans.
- Develops media in various stages of set up including recording material, photography, set and light design and graphic design; efficiently organizes, prepares and edits visual aids.
- Coordinates the district's implementation of online video streaming for professional development and communications-related activities.
- Maintains an organized repository of all footage and productions and any related documentation.
- Support the Instructional Technology team throughout the production process, which may include finding interview subjects, creating graphics, and presenting to client and other constituents
- Help to sustain and guide creative process

- Assist in maintaining a blog to document the team's progression
- Assist in developing interview questions and storyboards
- Performs other duties as assigned that support the overall objective and mission of the position.

QUALIFICATIONS

Knowledge of:

- Current graphic design and video editing software
- Basic record-keeping and cataloging
- Oral and written communication skills
- Interpersonal skills using tact, patience and courtesy
- Technical aspects of field of specialty
- Principles of learning as applied to media production
- Basic knowledge of copyright laws
- Proper lifting techniques
- Methods and procedures of operating computers and various software programs
- Correct English usage, grammar, spelling, punctuation and vocabulary

Ability to:

- Design complex graphics and animation, using independent judgment, creativity, and computer equipment.
- Participate in design and production of multimedia campaigns, handling and scheduling, and assisting with such responsibilities as production coordination, background design and progress tracking.
- Create two-dimensional and three-dimensional images depicting objects in motion or illustrating a process, using computer animation or modeling programs.
- Operate photographic and audio, video recording equipment
- Plan, organize, write and edit script material and produce instructional media
- Communicate, understand and follow both oral and written directions effectively
- Establish and maintain cooperative and effective working relationships with a diverse range of people
- Maintain current knowledge of technological advances in the field
- Meet schedules and time lines
- Work independently with little direction
- Work with instructors regarding application of media techniques to their specific teaching assignment
- Operate a computer terminal to enter data and prepare reports
- Communicate using patience and courtesy in a manner that reflects positively on the organization
- Actively participate in meeting District goals and outcomes
- Learn District organization, operations, policies, objectives and goals and ensure activities align with the aforementioned

PHYSICAL ABILITIES

This position requires:

- Sitting for extended periods of time for editing and logging
- Dexterity to operate camera, editing equipment and computer terminal
- Walking and standing for extended periods of time
- Pushing and pulling hand trucks, dollies and other video production equipment
- Lifting and carrying light to heavy objects of 10 - 50 pounds on a regular basis
- Kneeling, crouching and reaching overhead and above the shoulders to set up cameras, lights, cables and other equipment
- Bending at the waist to lift video production and AV equipment.
- Speaking in an understandable voice with sufficient volume to be heard in normal conversational distance and on the telephone

- Sufficient hearing to conduct conversations in person and over the telephone
- Visual acuity and depth perception to read a variety of materials and inspect work in progress
- Dexterity of hands and fingers to operate a computer keyboard and other office equipment

EDUCATION AND EXPERIENCE

Bachelor Degree in Communication, Marketing or other related field or equivalent. Minimum of two (2) years of experience in the development and execution of digital marketing, production of multi-media instructional materials, and communications with a proven record of success. Experience in education field preferred. Some experience may substitute for higher education. Technical certification may substitute for some experience.

LICENSES AND CERTIFICATES

Possession of a valid California Drivers' License and proof of insurance are required