

CLASSIFIED JOB DESCRIPTION

SENIOR DIGITAL, VISUAL, AND INTERACTIVE MEDIA ANALYST

JOB SUMMARY:

Under the leadership of the Director of Communications and Community Development, the Senior Digital, Visual, and Interactive Media Analyst analyzes and implements the goals, objectives, and activities of the District's Office of Communications and Community Development. The Senior Analyst supports District initiatives and contributes to the strategic development, oversight, and maintenance of the District's Internet presence. The Senior Analyst uses creativity and innovation to execute, measure, and help report on social media strategies; continuously researches ways to use and leverage digital media to deepen parent engagement and District relationships; guides District efforts in communicating more effectively with parents/public regarding District planning, budget, and Local Control and Accountability Plan documents; and assists in carrying out activities that strengthen District communications, marketing, and public relations.

ESSENTIAL JOB FUNCTIONS:

- Responsible for the creation of video and audio content to promote District programs and services.
- Assumes role of official District photographer for Board meetings, award receptions, and special events.
- Responsible for the administration, development, maintenance, oversight, and monitoring of District's public website (e.g., ensuring the District website is inviting, informative, and viewer-friendly, etc.); ensures the website conveys an image of the District that is innovative and reflects the organization's vision and values.
- Utilizes and keeps current with social media, and other technology tools that engage community members, parents, and staff.
- Researches best practices for website functionality and accessibility, and collaborates with Information Technology and other divisions and departments as necessary to ensure broad involvement in meeting the communication needs of stakeholders.
- Analyzes and assists in implementation of long- and short-range Strategic Communication plans to engage diverse audiences in more than one language.
- Analyzes and assists in the design of publications for the purpose of ensuring ease of understanding, accuracy, and readability prior to distribution of internal and external communications.
- Creates infographics, advertisements, and other graphics/illustrations that enhance understanding of educational goals, objectives, and priorities.
- Attends community, public agency, and other meetings and events as required (e.g., workshops, seminars, and conferences, etc.) for the purpose of gathering information regarding a variety of education and related subjects.
- Performs other related duties, as assigned, for the purpose of ensuring an efficient, collaborative, and effective work environment.

ESSENTIAL JOB REQUIREMENTS - QUALIFICATIONS:

- Expert knowledge of the theory and practice of graphic design, page layout, color theory, composition, and typography. Ability to keep current with design and color trends. Proficiency in industry standard graphic design and page layout applications such as Adobe Illustrator, Adobe Photoshop, and Adobe InDesign.
- Expert knowledge in the various stages of video production, ie., preproduction, production, and post production. Competency in scriptwriting, storyboarding, and production scheduling. Ability to capture video footage via DSLRs and professional video cameras. Proficiency in industry standard, non-linear video editing and effects applications such as Adobe Premier and Adobe After Effects.
- Competency in the theory and practice of sound production. Ability to capture, edit, and output audio in a variety of industry standard digital formats for use on the web, video, or in presentations. Proficiency in industry standard audio editing applications such as Adobe Audition. Ability to choose and set up appropriate sound-capturing equipment for various situations such as video production, interviews, podcasts, etc.
- Competency in the theory and practice of photography and digital imaging. Ability to capture, edit, and output digital images in various file formats for use on the web and print. Competency in the use of DSLRs or mirrorless cameras to capture still images. Knowledge of technical aspects photography including white balance, shutter speed, and apertures. Proficiency in industry standard digital photo editing applications such as Adobe Lightroom.
- Knowledge of web content management best practices. Competency in the theory and practice of web programming languages.
- Competency in the theory and practice of implementing and supporting computer operating systems, application software, and other information technology systems.
- Interpersonal skills needed to foster effective and cooperative working relationships with technical support staff at the District office.
- Ability to effectively communicate with nontechnical staff regarding the use of their assigned computer hardware and software, to isolate and resolve problems in the operation of District technology, to document work required and work completed, and to work effectively on teams or in carrying out individually assigned tasks.
- **EDUCATION AND EXPERIENCE**
High school diploma or GED required. Must have a bachelor's degree in digital media, Graphic Design, Multimedia Design, or related field. Minimum of five (5) years of experience working in visual communications, digital media, graphic design, or related field. Any other combination of training and experience that would provide the required skills, knowledge, and abilities necessary for this position may be considered.

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Classified Salary Schedule: Range 56
BOARD APPROVED: 06/20/18
REVISION DATES: 07/17/23
08/09/2023