

WENTZVILLE R-IV SCHOOL DISTRICT

Position Description

Position Title: Multimedia Content Producer
Reports To: Chief Communications Officer

SUMMARY

The Multimedia Content Producer is responsible for capturing, editing, and creating a variety of visual media content, including photography, video, and other forms of digital media that will support the visual storytelling efforts of the Wentzville School District. This position requires knowledge and proficiency with current video/photography/digital media programs to produce elements for various communications initiatives, including internal and external communications, social media content, and others as required.

REQUIRED QUALIFICATIONS

Bachelor's degree in multimedia, broadcast journalism, communications, or other related fields.

PREFERRED QUALIFICATIONS

- Some experience in video and/or multimedia production.
- Portfolio that demonstrates proven technical, editing, and storytelling skills through photography and videography.
- Proficiency with Mac or Windows video, graphic, and editing software packages, especially Adobe Creative Suite and/or Final Cut Pro.
- Experience formatting photo and video content for a wide range of media, including social media platforms.
- Familiarity with video special effects and motion graphics, and photographic manipulation.
- Some knowledge of HTML and website content management systems.
- Experience with Digital camera(s), video/audio equipment, DSLR video packages, wireless audio and video systems.

SKILLS/EXPERTISE

- Excellent interpersonal and communication skills.
- Well organized with strong attention to detail and time management skills.
- Creative thinker.
- Team player that can also work well independently.
- Comfortable working on projects with tight deadlines and short notice.
- Ability to multitask.
- Willingness to ask questions to ensure clear direction and understanding.

ESSENTIAL JOB DUTIES

- Create video, photographic, and graphic content to support the District's communications initiatives. Blend technical skills with a creative eye to develop video content, including but not limited to District events and activities.
- Edit and produce final-form video and photo content for use in various applications, including websites, digital content, social media platforms, internal email newsletters, etc. Apply special effects, motion graphics, retouching, and typographic overlays as needed.
- Provide communications and social media support for the Communications and Community Relations Department for various projects.
- Coordinate and schedule video and photoshoots within the District.
- Maintain photo and video library and requests as directed by the Chief Communications Officer.
- Maintain up-to-date insight of trends and styles in multimedia and communication design.

OTHER DUTIES AND RESPONSIBILITIES

Performs other duties as assigned by the Chief Communications Officer.

ADA COMPLIANCE

The essential functions contained in this job description are in compliance with the Americans with Disabilities Act (ADA) and are not an exhaustive list of the duties performed for this position. The additional duties and responsibilities listed are performed by the individuals currently holding this position and additional duties may be assigned when appropriate.

TERMS OF EMPLOYMENT

Salary and work year to be in accordance with current pay plan and District Policy.

EVALUATION

Performance in this job will be evaluated annually in accordance with District Policy on evaluation of support staff.