

## **JOB DESCRIPTION**

**San Diego County Office of Education**

### **LEAD MULTIMEDIA PRODUCER**

#### **Purpose Statement:**

Under administrative direction, the Lead Multi-Media Producer leads the full lifecycle of multimedia projects from concept to delivery. This role combines strong visual storytelling with production expertise to create engaging video, photography, and audio content that supports the San Diego County Office of Education (SDCOE) and its partners. The Lead Multi-Media Producer is responsible for ensuring that all media aligns with the organization's brand, values, and messaging. The Lead Multi-Media Producer works on a wide range of content, including informational videos, news-style packages, training materials, social media campaigns, and promotional content. This position also serves as a client-facing partner, delivering outstanding customer service while collaborating with diverse individuals, teams, and communities.

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#### **Diversity Statement:**

Because each person is born with inherent worth and dignity, and because equitable access and opportunity are essential to a just, educated society, SDCOE employee commitments include being respectful of differences and diverse perspectives, and being accountable for one's actions and the resulting impact.

#### **Representative Duties:**

This position description is intended to describe the general nature and level of work being performed by the employee assigned to the position. This description is not an exhaustive list of all duties, responsibilities, knowledge, skills, abilities, and working conditions associated with the position. Incumbents may be required to perform any combination of these duties.

#### **Essential Functions:**

##### **Pre-Production and Planning**

- Maintains clear, proactive communication with internal stakeholders and external clients to ensure alignment on creative goals, audience needs, production timelines, and delivery formats.
- Leads and implements the planning and execution of a wide range of visual content—ranging from short-form social videos to long-form programs and photography campaigns.
- Strategically pre-plans how media will be captured and produced with distribution in mind, ensuring content is tailored for platforms such as social media, broadcast, web, and internal communications.
- Develops storylines, shot lists, and production timelines that guide seamless execution,

reinforce messaging, and support effective storytelling.

- Prepares cost estimates, develops production schedules and logistical plans that support efficient workflows and on-time delivery.
- Coordinates production resources, including studio space, equipment rentals, and technical crew, to ensure smooth execution of both live and field productions.

### **Production Execution and Creative Direction**

- Leads the planning and execution of both studio and field productions, including all technical and creative elements— lighting, sound, and camera operation —to ensure high-quality results.
- Operates studio equipment, such as video switchers, remote cameras, remote controllers, audio boards, and green screen equipment, for productions, live productions and live-to-tape productions.
- Implements efficient workflows for media management during production, ensuring content is properly labeled, stored, backed up, and easily accessible for editing and delivery.
- Ensures all production equipment is prepared, checked out, and returned in an organized manner, ensuring everything is in working order for future use.

### **Post-Production Management and Distribution**

- Executes video and audio editing using motion graphics, sound mixing, and color correction using industry-standard tools.
- Executes media workflows, from ingest to final output, ensuring efficient file organization, backup, and delivery.
- Prepares deliverables in the proper formats for various platforms, including web, broadcast, and social media.
- Communicates project status, manages revisions and versions, and ensures timely delivery of final products.
- Communicates through content review and approval processes to ensure stakeholders are aligned and satisfied with the process and final outcomes.
- Delivers content in the proper format based on the distribution channel.
- Oversees media content to keep it organized, purges outdated or unnecessary files and maintains a smooth flow throughout the production cycle.

### **Project Coordination and Team Collaboration**

- Provides skills-based training and support to help develop the creative skills of the video production team.
- Consults with stakeholders and guide the team through the creative process from planning and ideation to execution and final delivery.

- Provides expert advice on best practices, creative direction, and technical execution, ensuring alignment with objectives and audience needs.
- Coordinates resources, including staffing, equipment rentals, and external vendors, to ensure smooth production operations and timely delivery of content.
- Assists with managing and maintaining equipment inventory, ensuring all gear is tracked, logged, in good working condition, and readily available for upcoming productions.
- Coordinates content distribution processes, ensuring timely handoff to the appropriate channels and formats, while optimizing workflows and ensuring seamless collaboration across teams.

### **Strategic Alignment and Innovation**

- Collaborates closely with leadership, communications teams, and educational stakeholders to ensure media content not only meets strategic goals but also pushes boundaries to stay ahead of industry trends.
- Ensures content aligns with SDCOE's brand identity, communication objectives, and forward-thinking goals.
- Provides creative leadership across all phases of production, contributing innovative concepts, shaping visual and narrative elements, and enhancing the impact and engagement of content to captivate modern audiences.
- Continuously monitors and incorporates the latest trends in video, photography, editing, and content distribution to ensure SDCOE's media is cutting-edge and impactful.
- Recommends and implements new tools, platforms, and methods to keep SDCOE content modern, efficient, and at the forefront of innovation, ensuring maximum effectiveness in reaching diverse audiences.

### **Other Functions:**

- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

### **Job Requirements: Minimum Qualifications:**

#### **Knowledge and Abilities**

#### **KNOWLEDGE OF:**

Installation, operation, and maintenance of a variety of broadcast, production and post-production equipment;

Editing procedures and equipment;

Project management methodologies;

Best practices for making content accessible for people with a variety of needs, such as closed captioning, etc.;

Safety practices related to the operation of technical equipment in the studio and the field.

#### **ABILITY TO:**

Lead Multi-Media Producer

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Promote a human-centered culture that elevates the strengths of others creating a sense of belongingness;  
Practice cultural competency while working collaboratively with diverse groups and individuals;  
Use a computer to operate communications, production and post-productions software, maintain databases, activity records and reports;  
Establish cooperative working relationships with those contacted in the course of work;  
Schedule, train and direct assigned staff;  
Assess production technical needs and organize and schedule necessary equipment and facilities;  
Work with minimum supervision;  
Work quickly and efficiently, delivering high quality results under the pressure of deadlines, often with quick turnaround times;  
Display excellent time management and prioritization skills with strong attention to detail and high work standards;  
Adapt to changes in event schedules, last-minute requests, and unexpected situations that may arise during an event or production and a rapidly changing media environment;  
Work collaboratively with a team, independently, and under direction;  
Use photo and video cameras, studio equipment, lighting equipment, sound equipment, video editing software and media management systems;  
Familiarity with various video formats, codecs, and file types;  
Excellent written and verbal communication skills;  
Be on time to productions and events and capture them as they happen without missing key moments.

### **Working Environment:**

#### **ENVIRONMENT:**

Duties are typically performed in an indoor production or field studio, as well as field production. This classification may be required to work occasional evening and weekend hours and must have the ability to travel to and from field locations as needed. May be designated in an alternate work setting using computer-based equipment to perform duties.

#### **PHYSICAL ABILITIES:**

Must be able to hear and speak to exchange information; see to perform assigned duties; sit or stand for extended periods of time; possess dexterity of hands and fingers to operate computer and other office equipment; kneel, bend at the waist, and reach overhead, above the shoulders and horizontally, to retrieve and store files; lift equipment weighing up to 50 pounds. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

### **Education and Experience:**

**Education:** High school diploma or equivalent document; and

**Experience:** Five (5) years of experience in the operation of television production and post-production equipment; video editing and operation of equipment; and experience organizing and scheduling necessary equipment and/or facilities for television production, including experience leading the work of others is required. Completion of college-level coursework in video production or related field, or industry recognized training in telecommunications may be

considered in place of one year of the work experience requirement; or

Equivalency: A combination of education and/or experience equivalent to a high school diploma or equivalent document and five (5) years of experience in the operation of television production and post-production equipment; video editing and operation of equipment; and experience organizing and scheduling necessary equipment and/or facilities for television production, including experience leading the work of others is required. Completion of college-level coursework or industry recognized training in telecommunications may be considered in place of one year of the work experience requirement.

Required Testing  
N/A

Certificates, Licenses, Credentials  
Valid California Driver's License

Continuing Educ./Training  
N/A

Clearances  
Criminal Justice Fingerprint/Background Clearance  
Physical Exam including drug screen  
Tuberculosis Clearance

FLSA Status: Non-Exempt

Salary Grade Classified Support, Grade 063

**Personnel Commission Approved: June 18, 2025**