



Job Description

POSITION TITLE:	Coordinator I, Video Production and Media Services	JD#6374
	CodeStack	
	Professional Learning and Support	
SALARY PLACEMENT:	Management Salary Schedule	
	Range 11	

SUMMARY OF POSITION:

Under the general direction of the CodeStack Division Director – Support Services, plan, organize, direct, and evaluate the daily operations of the Video Production and Media Services department in support of organizational priorities and statewide initiatives. Provide leadership for the planning, prioritization, and delivery of multimedia production services, project management services, organizational communications, event production, and customer support while ensuring alignment with strategic objectives. The Coordinator I will serve as the representative for CodeStack for meetings with various California agencies. The position is responsible for providing management of operations, maintenance, reporting, data analysis, best practices, and events. The position is also responsible for managing support staff. Utilize independent judgment and problem-solving skills in relation to assigned areas of responsibility.

MINIMUM QUALIFICATIONS- EDUCATION AND/OR TRAINING:

Possess a Bachelor of Arts/Science Degree or comparable combination of experience, education, and training in multimedia production or project management may be considered.

DESIRABLE QUALIFICATIONS- EDUCATION, TRAINING, AND/OR EXPERIENCE:

Five years of progressively responsible management experience in multimedia production, visual communications, digital media, project management, or a related field, including at least three years in a supervisory or leadership capacity. Experience managing multimedia production teams, creative services, photography, videography, livestreaming, branding, and digital communications for a public agency, educational organization, or similarly complex environment is highly desirable. Experience collaborating with executive leadership, community partners, government agencies, and external stakeholders. Experience utilizing multimedia production software, project management tools, and digital content management systems to support organizational initiatives.

KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of:

- assigned software
- program evaluation and data collection

Ability to:

- supervise, lead, and evaluate staff
- delegate and hold accountable those responsible for carrying out the policies and procedures
- operate a computer
- be flexible based on program needs
- create and follow policies and procedures
- interpret and explain technical concepts to non-technical customers and staff

- manage data for various state agencies
- oversee and manage budgets
- analyze contracts and proposals.

Possess:

- leadership skills in planning, setting agendas, and coordinating/conducting meetings/trainings
- a valid California driver's license and proof of liability insurance coverage in the minimum amount required by SJCOE policy; insurable by the SJCOE carrier. Must furnish own transportation as required to fulfill job duties.

DISTINGUISHING CHARACTERISTICS:

The Coordinator series represents advanced management positions and has four levels.

ESSENTIAL FUNCTIONS:

1. Work effectively with school districts, community organizations, government agencies, parents, students, and/or
2. staff.
Maintain confidentiality on issues concerning program and staff.
3. Supervise and evaluate staff.
4. Participate, coordinate, or conduct a variety of meetings, staff development, committees, trainings, workshops, and/or conferences to present materials and information concerning department programs, services, operations, and activities; represent the SJCOE at local, regional, and state meetings, conferences, in-services, boards, councils, and events.
5. Maintain current knowledge and interpret applicable rules, regulations, policies, procedures, contracts, State and Federal laws, codes, and regulations.
6. Communicate effectively both orally and in writing.
7. Analyze situations accurately and adopt an effective course of action.
8. Establish and maintain cooperative and effective working relationships with others.
9. Work independently with little direction.
10. Meet schedules and timelines.
11. Prepare reports as needed for program.
12. Oversee and manage budgets.
13. Oversee photography, videography, livestreaming, graphic design, digital storytelling, and multimedia production activities to ensure timely completion of projects and organizational objectives.
14. Direct the development, production, and distribution of high-quality multimedia content that aligns with organizational branding, communication strategies, accessibility standards, and professional quality expectations.
15. Plan, coordinate, prioritize, and oversee multimedia production projects and creative services to support organizational initiatives, programs, events, and public engagement.
16. Provide leadership and operational oversight for multimedia production teams, ensuring the effective delivery of photography, videography, livestreaming, branding, and digital communication services.
17. Develop and implement production workflows, quality standards, operational procedures, and best practices to improve efficiency and ensure consistent high-quality multimedia services.
18. Develop, maintain, and oversee departmental documentation, operational procedures, production standards, workflows, and best practices to ensure consistency, quality, and continuous improvement of multimedia services.
19. Evaluate, recommend, and oversee the implementation of emerging multimedia technologies, production equipment, software, and digital communication tools to enhance operational efficiency, service delivery, and organizational communications.
20. Direct and oversee the daily operations of Video Production and Media Services, ensuring efficient delivery of multimedia, communications, event production, and related support services.
21. Manage multimedia production resources, equipment, software, digital assets, and production schedules to maximize operational efficiency and support organizational priorities.
22. Ensure compliance with applicable copyright laws, licensing requirements, accessibility standards, branding guidelines, and organizational policies related to multimedia production and communications.

23. Direct multimedia coverage and production support for conferences, trainings, ceremonies, executive meetings, special events, and other organizational activities.
24. Ability to analyze contracts and proposals.
25. Perform other related duties as assigned.

PHYSICAL REQUIREMENT:

Employees in this position must be able to:

1. Sit and stand for extended periods of time.
2. Enter data into a computer terminal, operate standard office equipment and use the telephone.
3. Hear and understand speech at normal levels and on the telephone.
4. See and read the computer screen and printed matter with or without visual aids.
5. Speak so that others may understand at normal levels to small or large groups, and on the telephone.
6. Stand, walk and bend over, reach overhead, grasp, push, pull and move, lift and/or carry up to 25 pounds to waist height.

WORK ENVIRONMENT:

Employees in this position will be required to work indoors and/or in an educational and standard office environment. Employees may come in direct contact with parents, SJCOE and school district staff, outside agency staff and the public.

7/13/2026 final sc