Poudre School District

HUMAN RESOURCES DEPARTMENT

JOB DESCRIPTION

Job Title:	**Multimedia Manager**	FLSA Status:	**Exempt**
Job Family:	**Support Services**	Pay Range:	**SS80Y**
Prepared/Revised Date:	**February 7, 2025**	Job Code:	**36901**

SUMMARY: Responsible for producing high-quality video content, live broadcasts, and programming for the district's TV station. This role ensures the effective use of video and multimedia storytelling to highlight district achievements, support marketing efforts, and inform stakeholders.

ESSENTIAL DUTIES AND RESPONSIBILITIES: *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Frequency of duties, percent of time and work year may vary based on department or building assignment. This job description is not intended to be all inclusive and the employee will also perform other reasonably related duties as assigned by the supervisor.*

1. Plan, shoot, and edit professional video content for district campaigns, events, and storytelling.
2. Manage live streaming of board meetings and other district events, ensuring high-quality production and accessibility.
3. Program and manage content for the district's TV station, including event coverage and promotional materials. Manage studio and all video production equipment.
4. Collaborate with schools and departments to produce multimedia projects that highlight their unique achievements and programs.
5. Research and implement new video production techniques, tools, and equipment to enhance storytelling quality.
6. Create, coordinate, and review Channel 10 annual work plan and year-end reports.
7. Perform other duties as assigned.

EDUCATION AND RELATED WORK EXPERIENCE:

- Bachelor's degree in television, video/film production, video communications, or a related field
- More than five years of experience in video production/delivery and television broadcasting
- Equivalent combination of education and experience acceptable

LICENSES, REGISTRATIONS or CERTIFICATIONS:

- Criminal background check required for hire
- Valid US driver's license
- Must meet District driver insurability requirements

TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:

- Proficiency in video production software such as Adobe Premiere, Final Cut Pro, or similar tools
- Expertise in live broadcasting technologies and equipment, including streaming platforms
- Strong technical knowledge of video editing, lighting, and sound production
- Ability to develop multimedia content that aligns with organizational goals and audience needs
- Knowledge of ADA compliance for multimedia content and closed captioning requirements
- Ability to manage a digital video archive and maintain organization for future use
- Familiarity with emerging trends in video storytelling and production
- Strong organizational and project management skills to balance multiple deadlines
- Oral and written communication skills
- English language skills
- Interpersonal relations skills
- Customer service and public relations skills
- Critical thinking and problem solving skills
- Bilingual oral and written communication skills preferred
- Ability to maintain confidentiality in all aspects of the job
- Ability to manage multiple priorities
- Ability to manage multiple tasks with frequent interruptions
- Ability to diffuse and manage volatile and stressful situations
- Knowledge of telephone production, digital video technology, and video codes
- Knowledge of professional audio and video equipment including cameras, editing systems, lighting kits, audio mixers, microphones, and PA systems
- Knowledge of broadcast television systems
- Understanding of current multimedia copyright laws
- Knowledge of television and video production, video streaming, and video delivery
- Knowledge of National Press Photographers Association (NPPA) style and techniques
- Ability to maintain honesty and integrity in all aspects of the job
- Ability and willingness to adhere to attendance requirements, including regular and punctual employee presence
- Ability to promote and follow Board of Education policies, District policies, administrative guidelines and building and department procedures
- Ability to communicate, interact and work effectively and cooperatively with people from diverse ethnic and educational backgrounds
- Ability to recognize the importance of safety in the workplace, follow safety rules, practice safe work habits, utilize appropriate safety equipment, and report unsafe conditions to the appropriate administrator

MATERIALS AND EQUIPMENT OPERATING KNOWLEDGE:

- Operating knowledge of and experience with personal computers and peripherals
- Operating knowledge of and experience with Microsoft Word, Excel, PowerPoint, Access, Publisher, Outlook, FrontPage and/or other department software packages
- Operating knowledge of and experience with typical office equipment, such as telephones, copier, fax machine, E-mail, etc.
- Operating knowledge of audio and video equipment

REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:

	POSITION TITLE	# of EMPLOYEES
Reports to:	Executive Director of Communications	
Direct reports:	This job has no direct supervisory responsibilities.	

STANDARD PHYSICAL DEMANDS & WORKING CONDITIONS: *Poudre School District is committed to the full inclusion of all qualified individuals. As part of this commitment, Poudre School District will ensure that qualified individuals with disabilities are provided reasonable accommodations. If reasonable accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please contact ada@psdschools.org.*

PHYSICAL ACTIVITIES:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Stand				X
Walk				X
Sit			X	
Use hands to finger, handle or feed				X
Reach with hands and arms				X
Climb or balance			X	
Stoop, kneel, crouch, or crawl			X	
Talk				X
Hear				X
Taste	X			
Smell	X			

WEIGHT and FORCE DEMANDS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Up to 10 pounds	X			
Up to 25 pounds	X			
Up to 50 pounds				X
Up to 100 pounds			X	

WEIGHT and FORCE DEMANDS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
More than 100 pounds		X		

MENTAL FUNCTIONS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Compare				X
Analyze				X
Communicate				X
Copy			X	
Coordinate			X	
Instruct			X	
Compute			X	
Synthesize			X	
Evaluate				X
Interpersonal Skills				X
Compile			X	
Negotiate		X		

WORK ENVIRONMENT:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or humid conditions (non-weather)	X			
Work near moving mechanical parts		X		
Work in high, precarious places		X		
Fumes or airborne particles	X			
Toxic or caustic chemicals	X			
Outdoor weather conditions	X			
Extreme cold (non-weather)	X			
Extreme heat (non-weather)	X			
Risk of electrical shock		X		
Work with explosives	X			
Risk of radiation	X			
Vibration	X			

VISION DEMANDS:	Required
No special vision requirements.	
Close vision (clear vision at 20 inches or less)	X
Distance vision (clear vision at 20 feet or more)	X
Color vision (ability to identify and distinguish colors)	X
Peripheral vision	X

VISION DEMANDS:	Required
Depth perception	X
Ability to adjust focus	X

NOISE LEVEL:	Exposure Level
Very quiet	
Quiet	
Moderate	X
Loud	
Very Loud	