Tenafly PUBLIC SCHOOLS

DISTRICT MEDIA TECHNICIAN

Qualifications:

- Experience in television, video technology, IT, and related video production devices.
- Proficiency in video acquisition, editing software, file management, streaming, and on-demand video management.
- Strong knowledge of Microsoft and Google suite applications, digital video platforms, editing software, digital storage, file organization, and digital signage systems.
- Ability to quickly adapt to new digital video software and technologies.
- Web authoring, including embedding video for end-user platforms, back-end support in HTML5, WordPress, Wowza, OBS, and other hardware encoders.
- Video engineering, including RF distribution, SDI cabling, and equipment maintenance (from lenses to monitors).
- Expertise in Final Cut Pro X, Adobe Premiere, Avid, and DaVinci.
- Skilled in video acquisition, editing, custom cable creation, cable termination, and soldering.

Primary Function:

The District Media Technician is the District-appointed AV and video production specialist responsible for managing District audiovisual services, television and broadcast operations, including Channel 77, and supporting video production across the schools. The position also manages the District website and official social media platforms, ensuring content is accurate, timely, and aligned with District communications and priorities.

Direct Report:

Technology Coordinator

Specific Duties and Responsibilities:

- Operate and maintain professional video equipment, including cameras, camcorders, and robotic cameras.
- Manage video and audio files, including file organization, publishing, and archiving.
- Update high school digital signage with schedules and important information.
- Coordinate district video acquisition needs.
- Prepare video assets promptly for school and public audiences.
- Provide technical support and training for teachers in video-related Apple OS and Microsoft programs.
- Schedule and manage Channel 77 broadcasts using Leightronix software and Nexus hardware.
- Record and broadcast Board of Education meetings, graduations, and other district events.
- Edit and transcode video for various platforms (on-demand, cable, secure playback).
- Recommend broadcast equipment upgrades to support production and communication needs.
- Set up technical equipment for events, including cameras, microphones, and lighting.
- Maintain and update library webpages with embedded videos.
- Manages the direct website and social media accounts
- Support students, faculty, and administrators with media projects, presentations, and video production needs.
- Coordinate virtual assemblies and professional development events using broadcast capabilities.
- Train district faculty in relevant software and hardware for classroom use.
- Other related duties as may be assigned by the Technology Coordinator or Assistant Superintendent.

Terms of Employment:

12-Month, Non-Affiliated Position

Evaluation:
The District Media Technician will be evaluated by the Technology Coordinator in accordance with New Jersey laws, regulations, and Tenafly Board of Education policies.

Board Approved:
6/19/2012

Revised:
11/15/2024
09/14/2026