RIVERSIDE UNIFIED SCHOOL DISTRICT

CLASS TITLE: MEDIA PRODUCTION SPECIALIST (Range 31)

BASIC FUNCTION:
Under the direction of an assigned supervisor, use photography, videography, livestreaming, and other multimedia avenues to showcase and increase awareness of District goals, initiatives, accomplishments, special events, programs, classroom activities, student achievement, staff recognition, Board of Education meetings, media events and other newsworthy items under compressed timelines, including rapid-turnaround photography, video, editing, publishing, and social media content support while maintaining District standards for quality, accuracy, confidentiality, and brand representation.

REPRESENTATIVE DUTIES:

- Direct, produce, film, edit, and publish District informational and marketing videos, including shortform, longform, documentary, informational, Public Service Announcements, social media content, event coverage, Board meeting content, and other multimedia materials for web and mobile devices.
- Simultaneously capture high-quality still photography and video footage during events or assignments, using sound judgment to prioritize shots, manage equipment, and ensure complete visual coverage for district communications, archival use, and digital platforms. ***E***
- Coordinate and support technical operations for Board of Education meeting livestreams and district event livestreams, including video, streaming platform setup, equipment testing, troubleshooting, recording, and real-time production support. ***E***
- Coordinate outreach by phone, email, visits, in-person meetings, or other communication with teachers, students, staff, administrators, departments, and community partners for pre-production, planning or information gathering. ***E***
- Responsible for pre-production coordination, including interview subject preparation, on-camera coaching, location setup, shot lists, production logistics, equipment needs, document and file organization, and project timelines. ***E***
- Pack, securely transport, set up, operate, and break down equipment at various locations. ***E***
- Test equipment to make sure it is properly functioning before, during and after it is needed for an event, livestream, recording, or production assignment. ***E***

- Troubleshoot and solve technical difficulties related to video, audio, livestreaming, photography, lighting, editing software, media files, storage, streaming platforms, and related production systems, make recommendations when appropriate. ***E***
- Make recommendations on technology updates, equipment replacement, workflow improvements, livestreaming needs, software, and related production standards. ***E***
- Keep inventory of audio/video, photography, livestreaming, lighting, and related production equipment. ***E***
- Keep equipment clean, organized, secured, and accessible for assigned production needs. ***E***
- Coordinate equipment repairs and replacement needs in a responsible and timely manner according to District procedures. ***E***
- Ensure content quality assurance, including accurate editing, appropriate audio levels, visual consistency, captions or accessibility elements, and final review and approval before posting or distribution. ***E***
- Maintain and monitor social media content and manage accounts as assigned; capture, edit, format and publish approved event-related multimedia content within compressed timelines to support timely and relevant District communications. ***E***
- Collaborate with Communications staff during concept development for photo, video, livestream, and multimedia projects to ensure final product aligns with District communication strategy, approved messaging, brand standards, and intended audience needs. ***E***
- Produce, duplicate, upload, archive and distribute video packages for websites, mobile devices, downloadable content and streaming platforms. ***E***
- Maintain confidentiality and exercise sound judgment when handling sensitive, embargoed, or pre-public information related to District communications, crisis response, or other confidential District operations. ***E***
- Operate and support various video, audio, photography, graphics, livestreaming, and editing applications, streaming platforms, and related software. ***E***
- Work with both internal and external stakeholders to support project timelines, detail specifications, production schedules, project deliverables, and final delivery formats. ***E***
- Work with Communications staff to plan and produce a visual content calendar that supports district initiatives, school stories, student achievement, employee recognition, enrollment efforts, and public information needs. ***E***
- Advise and pitch to the communications team on story concepts, production needs, equipment, visual approach, and technical considerations.

- Ensure multimedia content is accurate, appropriate, accessible, and consistent with District brand standards and messaging guidelines. ***E***
- Manage multiple projects in various stages of production concurrently. ***E***
- Maintain a well-organized internal RUSD multimedia archive by establishing and enforcing consistent file naming conventions, folder structures, metadata standards, and retention practices to ensure assets are easily retrievable and preserved for long-term District use. ***E***
- Regularly upload, organize, and archive photo, video, and multimedia assets to the District's RUSD internal archive and designated storage systems, maintaining sufficient storage capacity and consistent file organization to ensure long-term preservation, institutional access, and continuity of District records. ***E***
- Build, maintain, and curate the District's public-facing media archive, ensuring assets are accurately keyworded, categorized, and organized for easy access by staff, media, and community stakeholders. ***E***
- Prepare and maintain production records, equipment records, related reports, and archive documentation as assigned. ***E***
- Perform other related duties as assigned.

EDUCATION AND EXPERIENCE:
Graduation from high school or equivalent, Associates Degree in communications, film/video production, digital media, journalism, broadcasting, marketing, or a closely related field and four (4) years of increasingly responsible professional experience in media production, digital media, video production, photography, livestreaming, broadcast production, or a closely related field.
Additional years of experience may be submitted in lieu of Associates Degree on a year for year basis.

LICENSES AND OTHER REQUIREMENTS:
Valid California driver’s license.

KNOWLEDGE AND ABILITIES:
KNOWLEDGE OF:
Operation, setup, testing, troubleshooting, and maintenance of photography, video, audio, lighting, livestreaming, switching, encoding, and related production equipment.
Lighting effects, speed, color contrast, framing, composition, sound, sequencing, and other visual production techniques.
Editing techniques on applications, streaming platforms, and other production or editing software.
Computers, files, media storage, media transfer, digital asset management, and production workflows.

Broadcast camera set-up and operation.
ENG, studio, field, livestreaming and event production and direction techniques.
Set-up and operation of audio equipment, lights, cameras, livestreaming equipment, switching equipment, encoders, and related production systems.
Post-production techniques, including color correction, visual effects, audio mastering, graphics, captions, file formatting, compression, and exporting for various platforms.
Social media and digital platform requirements, including timing, formatting, resolution, captions, file types, thumbnails, and platform-specific content needs.
Copyright Laws, permissions, media releases, accessibility considerations, and appropriate use of media assets.
District brand standards and consistent visual representation.
Confidentiality, discretion, and appropriate handling of sensitive, embargoed, pre-public, or crisis-related information.
Strong interpersonal skills, including the ability to collaborate and work effectively with students, staff, administrators, Board Trustees, families, community members, vendors, and the public.

ABILITY TO:
Perform a variety of skilled duties related to video, photography, livestreaming, audio, editing, graphics, and multimedia production.
Operate, test, troubleshoot, and maintain professional media production equipment and software.
Coordinate and support live public broadcasts, including Board of Education meetings and district events, with reliability, sound judgment, and attention to detail.
Meet schedules and time lines, including compressed timelines and rapid-turnaround assignments.
Adapt to changing environments, priorities, locations, timelines, and production needs.
Exercise sound judgement.
Maintain confidentiality and exercise discretion when working with sensitive, embargoed, pre-public, or crisis-related information.
Understand and follow oral and written instructions with strong attention to detail
Work independently and efficiently under time pressure in a fast-paced, deadline-oriented environment.
Troubleshoot technical problems quickly and implement appropriate solutions or contingency plans.
Establish and maintain effective working relationships with others in a diverse environment.
Work with different departments, with a strong emphasis on collaboration.
Stay up-to-date with technological advances, production standards, software updates, livestreaming tools, social media requirements, and digital media practices.

Function autonomously, yet understands the necessity of advising management of work progress, challenges, timelines, and production needs.
Manage multiple tasks simultaneously and effectively.
Communicate effectively both orally and in writing.
Prepare, organize, archive, retrieve, and maintain production files, equipment records, media libraries, and related documentation.

WORKING CONDITIONS:
ENVIRONMENT:
Indoor and outdoor environment.
District office, school site, studio, Board meeting, event, and field production environments.
Driving a vehicle to conduct work at District sites and community locations.
Willingness to work flexible hours, including some weekend and evening hours depending on Board meeting schedules, District events, school events, and communications needs.

PHYSICAL ABILITIES:
Dexterity of hands, wrists and fingers to operate cameras, computers, editing systems, audio/video equipment, livestreaming equipment, and related production tools.
Seeing to operate video, photography, livestreaming, editing, and computer equipment
Lifting, carrying, setting up, and transporting moderately heavy objects and production equipment.
Hearing and speaking to exchange information in person, by telephone, and during production work.
Sitting, standing, walking, bending, kneeling, crouching, and reaching for extended periods of time.