I. **Position Title**
   Digital Media Specialist

II. **Position Description**
   Under the direction of the Public Information Officer, this position will produce a variety of informative and promotional videos and digital media content intended to help keep the community aware of school district activities, initiatives and achievements. This position will also encompass duties related to creating and posting content on district websites and expanding the district’s use of social media in support of overall informational and marketing goals and to do related work as may be required.

III. **Example of Duties/Responsibilities**
   - Supports the efforts of the Public Information Office by demonstrating sound journalistic judgment. Identify positive stories that would be enhanced through the use of video and/or still photography. (E)
   - Creates engaging content, both static and video, for the district’s website, e-newsletter, social media, YouTube, and Educational Access cable channel. (E)
   - Regularly produces video features for television and web streaming. (E)
   - Provides photography and videography services at district and school events as needed. (E)
   - Monitors, compiles, analyzes, and reports usage metrics for website and social media channels.
   - Develops strategies to expand the reach of the district’s social media.
   - May assist with writing effective news releases to generate free media coverage.
   - Performs related duties as may be required.

IV. **Minimum Qualifications**
   **Knowledge of:**
   - Digital video production (lighting, audio, producing, formatting).
   - Digital video equipment (cameras, professional editing software).
   - Journalistic judgment.
   - Basic photography.
   - Social media platforms and use of engagement metrics.
   - Correct English usage, spelling, grammar and punctuation, letter and report writing.
   - Visual production/presentation software preferred.
   - Current website content management systems.

   **Ability to:**
   - Install and operate video production equipment.
   - Establish and maintain cooperative and effective working relationships.
   - Follow and understand oral and written directions.
   - Maintain confidentiality of privileged information.
   - Understand, interpret and apply policies, procedures, and written directions to specific situations.
   - Work under pressure, meet deadlines, and establish priorities.
   - Communicate effectively using correct pronunciation and grammar.
   - Learn and utilize new and current technologies.
• Work outside of regular work hours, which may include weekends.
• Speak, read, and effectively communicate in Spanish preferred.

**Education and Experience:**
• Bachelor’s Degree from an accredited college or university in Communications, Broadcast Journalism, Marketing, Public Relations, Digital Media, or a closely related field with minimum of two years’ experience in the field;
  OR
• Completion of High School or equivalent with a minimum of four (4) years of experience in television news reporting and video production, digital/social media, maintaining a website or a closely related field.

**License:**
• Possession of a valid California Driver’s License and driving record insurable to district standards.

**V. Working Conditions**

**Environment:**
• Office/school campus environment.
• Periodic work in equipment room/crammed spaces.
• Subject to frequent interruptions.
• Indoor and outdoor environment.
• Subject to driving a vehicle to conduct work.
• May need to provide own vehicle for traveling from site to site.

**Physical Abilities:**
• Visual acuity to use video recording/editing equipment and to prepare/process documents and instructions.
• Hearing and speaking to exchange information.
• Walking, sitting and/or standing for extended periods of time.
• Reaching overhead, above the shoulders, and horizontally.
• Dexterity of hands and fingers to operate within and around equipment.
• Bending, stooping, and squatting.
• Climbing on step stools and/or working on scaffolding and ladders
• Gripping and grasping.
• Mobility and agility for rapid transitions while recording events.
• Medium work – lifting, carrying, pushing, and/or pulling up to approximately 50 pounds.

**Hazards:**
• Working with and around electricity and electronic equipment and devices.
• Working with equipment that may generate unexpected heat.

CSEA Negotiations: 01.29.16
Board Approval: 05.03.16