

Communication Specialist - Promotion and Production

Purpose Statement

The job of Communication Specialist - Promotion and Production is done for the purpose/s of coordinating the content and business operations for video productions, collaborating with the video technology specialist to produce broadcast and video productions; and serving as a resource to school site and district staff in the areas of video productions.

This job reports to Director of Communication Services

Essential Functions

- Administers agreements (e.g. cable company and future agreements as necessary, etc.) for the purpose of ensuring district guidelines and goals are being followed.
- Collaborates with the communication specialist for the purpose of identifying opportunities for coverage of school events, student successes and staff honors.
- Collaborates with the video technology specialization shooting and editing schedules for the purpose of ensuring accurate information will be produced.
- Coordinates coverage of district activities thorough photo and video for the purpose of ensuring accurate information is provided to the community and school district.
- Develops scripts for video productions for the purpose of ensuring accurate information is produced.
- Manages district website (e.g. intranet site, video archives, DVDEm sales to district patrons, etc.) for the purpose of providing defined purpose of job function.
- Monitors and tracks deadlines, errors, coverage of identified stakeholder information needs and other performance measures for the purpose of ensuring accurate information is provided.
- Oversees assigned projects and/or program components for the purpose of ensuring availability of information and/or materials and delivering services in compliance with established guidelines and mandated requirements.
- Plans productions (e.g. feature, news, sports coverages, etc.) for the purpose of ensure educational and effective program schedule.
- Researches audio visual technology (e.g. emerging technology, equipment, vendors, outsource facilities, etc.) for the purpose of recommending purchases and production technology.

Other Functions

- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

SKILLS are required to perform single, technical tasks with a need to occasionally upgrade skills in order to meet changing job conditions. Specific skill based competencies required to satisfactorily perform the functions of the job include: analyzing data; estimating required resources; operating equipment used in; planning and managing projects; preparing and maintaining accurate records; preparing working drawings; and using pertinent software applications.

KNOWLEDGE is required to perform basic math, including calculations using fractions, percents, and/or ratios; read technical information, compose a variety of documents, and/or facilitate group discussions; and analyze situations to define issues and draw conclusions. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: working knowledge of electronics and personal computers; basic graphic design techniques and typography; concepts of television video production; English grammar and composition; current and emerging technology; office application software; and safety practices and procedures.

ABILITY is required to schedule activities, meetings, and/or events; gather, collate, and/or classify data; and consider a variety of factors when using equipment. Flexibility is required to work with others in a wide variety of circumstances; work with data utilizing defined and similar processes; and utilize equipment under a variety of conditions for multiple purposes. Ability is also required to work with a diversity of individuals and/or groups; work with similar types of data; and utilize a variety of types of job-related equipment. Problem solving is required to identify issues and create action plans. Problem solving with data requires following prescribed guidelines; and problem solving with equipment is significant. Specific ability based competencies required to satisfactorily perform the functions of the job include: adapting to changing work environment and/or priorities; working within time constraints; adhering to safety practices; working as part of a team; communicating with diverse groups; dealing with frequent interruptions; meeting deadlines and schedules; and setting priorities.

Responsibility

Responsibilities include: working under limited supervision following standardized practices and/or methods; leading, guiding, and/or coordinating others; operating within a defined budget. Utilization of some resources from other work units may be required to perform the job's functions. There is a continual opportunity to have some impact on the organization's services.

Work Environment

The usual and customary methods of performing the job's functions require the following physical demands: significant lifting, carrying, pushing, and/or pulling, frequent climbing and balancing, frequent stooping, kneeling, crouching, and/or crawling and significant fine finger dexterity. Generally the job requires 60% sitting, 20% walking, and 20% standing. The job is performed under some temperature extremes and under conditions with exposure to risk of injury and/or illness.

Experience: Job related experience is required.

Education: Bachelors degree in job-related area.

Equivalency:

Required Testing

Job-Related Skills Proficiency Test

Continuing Educ. / Training

Maintains Certificates and/or Licenses

Certificates and Licenses

Valid Driver's License & Evidence of Insurability

Clearances

Criminal Justice Fingerprint/Background Clearance

FLSA Status

Non Exempt

Approval Date

Salary Grade