

CORONA-NORCO UNIFIED SCHOOL DISTRICT

CLASS TITLE: MULTI-MEDIA COMMUNICATIONS SPECIALIST II

BASIC FUNCTION

Under the general supervision of an administrator Multi-Media Specialist II performs a wide variety of skilled tasks involved in the implementation of our communications program and support communications within the District. The Multi-Media Specialists II will carry out daily writing, editorial, social media assignments, and multi-media production in alignment with the District's overall strategic communications plan.

DISTINGUISHING CHARACTERISTICS

Multi-Media Specialist II is the second-level classification in the Multi-Media Specialist series. Positions at this level are distinguished from the Multi-Media Specialist I by the performance of higher-level technical capabilities as assigned, working independently, and exercising judgment and initiative. Positions at this level receive only occasional technical instruction or assistance as new or unusual situations arise and are fully aware of the operating procedures and policies of Corona-Norco Unified School District.

ESSENTIAL DUTIES

- Coordinate technical operations for airing and web-streaming for Board of Education meetings and district special events; contact the county office as appropriate regarding instructional TV schedules; provide video materials for distribution.
- Design and develop graphics for video productions using professional level character generation equipment.
- Develop media in various stages of set up including recording material, photography, set and light design and graphic design; efficiently organize, prepare, and edit visual aids.
- Assist in designing, editing, and writing scripts for audio and video presentations in support of districtwide communication efforts.
- Effectively edit media such as presentation programs, illustrations, and videos including tracking, graphics, and sound mixing.
- Provide proper program distribution in a reasonable, timely manner to provide professional services to District staff.
- Assist and implement the district's online video streaming for professional development and communications-related activities; provide in-service training to District staff regarding the use of equipment and production of media presentations to support community engagement.
- Efficiently operate a variety of video equipment and related components; operate desktop video computer system and specialized software.
- Work with communications staff to prepare and send breaking news alerts/crisis communications.

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- Assist in coordinating the prioritization of news/ events/ highlights with communications staff.

OTHER DUTIES

Performs other related duties as assigned.

KNOWLEDGE/ABILITIES

Knowledge of a wide range of programs and applications such as publishing and design software, social media, and other electronic tools.

Methods of communication and media selection appropriate to a community with a diverse socio-economic population. Applicable federal, state, and district codes, regulations, policies, and procedures governing work scope.

Correct English usage, grammar, spelling, vocabulary, and punctuation. Computer. Videography.

Assist in developing and implementing communications policies, practices, and campaigns.

Communicate effectively, both verbally and in writing.

Write, proofread, and edit with a demonstrated ability to tell stories and to translate technical or complex subjects for various audiences.

Use digital camera and video equipment with demonstrated ability to capture activities for reporting purposes.

Plan and execute communications across a range of communication channels including web-based platforms and social media.

Work collaboratively with people in a culturally diverse setting and with a variety of internal and external stakeholders.

Establish and maintain effective working relationships with administrators, supervisors, school personnel, and the general public.

Effectively multi-task in a fast-paced, deadline intensive environment.

Quickly solve problems, take risks, and identify contingency plans when necessary. Coordinate, develop, and implement digital communications policies and practices.

Complete projects on time with constant interruptions.

Manage projects involving cross-functional teams comprised of individuals who do not report to you.

Prepare and maintain accurate and complete records and reports which may include those of a confidential nature.

District office environment and Board meetings.

Subject to driving to a variety of locations to conduct work during day, evening, and weekend hours. Indoor/outdoor environment.

Demanding timelines. Subject to frequent interruptions and extensive contacts with students, parents, and the public. Emergency call-out.

EDUCATION AND EXPERIENCE

High School Diploma or equivalent and an associate degree in communications, journalism, English, public relations, or related field and Two (2) years of experience working in communications, journalism, English, public relations or related field and at least one (1) additional year of experience in a communications position within a public school district, county office of education, or comparable private or government agency.

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LICENSE AND OTHER REQUIREMENTS

Valid California Class C Driver License. TB Test Clearance; Criminal Justice Fingerprint Clearance; Pre-Employment Safety Training.

PHYSICAL DEMANDS

Bend at the waist and reach to retrieve and maintain files and records.

Dexterity of hands and fingers to operate standard office equipment, computer keyboard, and other office equipment.

Hear and speak to exchange information in person and on the telephone.

Visual ability to read and to prepare/process documents.

Sit for extended periods of time.

Stand for extended periods of time.

Walk over rough or uneven surfaces.

Lift, carry, push, and pull objects weighing up to 50 pounds and over 51 pounds with assistance.