

RANGE 48

CORONA-NORCO UNIFIED SCHOOL DISTRICT

CLASS TITLE: MULTIMEDIA COMMUNICATIONS SPECIALIST III

BASIC FUNCTION

Under direction of an administrator, Multi-Media Specialist III 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 III 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 III is the senior level classification in the Multi-media Specialist series responsible for planning, organizing, and coordinating technical media services for the District. Incumbents regularly work on tasks which are varied and complex, requiring considerable discretion and independent judgment. Positions in this classification rely on experience, technical knowledge, and judgment to perform assigned duties. Assignments are given with general guidelines and incumbents are responsible for establishing objectives, timelines, and methods to deliver services. Work is typically reviewed upon completion for soundness, appropriateness, and conformity to policy and requirements.

ESSENTIAL DUTIES

- Responsible for coordination and planning for video productions
- Responsible for pre-production process and scheduling for multi-media projects
- Coordinates the recording schedule for all video production projects
- Develops shot list
- Assists with multi-media trainings
- Schedules video shoots with school site administrators
- Coordinates strategic video production projects
- Maintain equipment and coordinate equipment repairs in a responsible, timely manner to meet the needs of the District and community; manage equipment repair budgets as needed.
- Organize, catalog and maintain library of in-house produced stock footage and master media productions; duplicate media productions as required; prepare and maintain records and related reports.
- Collect and maintain a library of media coverage of schools and the district.
- Assist in the evaluation and analysis of communications activities: including preparing monthly reports, video analytics, social media benchmarks and email blast analytics.

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 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.

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.