



Coordinator of Multimedia Communications

Job Title:	Coordinator of Multimedia Communications	Status:	Exempt/Professional
Reports to:	Director of Communications	Terms:	226 days
Dept./School:	Communications	Pay Grade:	Professional 1

Primary Purpose:

To find, produce, and distribute effective stories that promote the district across different media. The Multimedia Communications Coordinator (MCC) will work as a digital storyteller within the Communications Department to promote news and announcements of the district, with a focus on multimedia content including video, still photography, audio, website, social media, website, presentations, digital signage, and graphics. The MCC will create content for the internal and external multimedia needs of the district and contribute in an active and dynamic communications, marketing, and community engagement environment.

Qualifications:

Education/Certification:

Associates or Bachelors degree in Broadcast Journalism, Multimedia Communications or related field from an accredited college or university required

Minimum three years of experience in effective multimedia storytelling using various communication mediums required

Special Knowledge/Skills:

Excellent skills in telling meaningful and effective stories about people, places and programs in various media formats;

Proven and effective written and verbal communication skills;

Ability to create and execute a multimedia project from pre-production to post-production, including video/audio scripting, storyboarding, interviews, editing and distribution;

Experience in designing graphics, both still image and animated, for use in printed, digital and video formats;

Skills using industry-standard software for graphic design, video production processes and general office;

Demonstrated skills in non-linear editing and audio mixing techniques, particularly in Adobe Creative Suite environment;

Demonstrated skills in online output delivery including encoding to social media platforms and other deliverable methods;

Skilled in operation and utilization of video equipment including cameras, lighting, audio, etc.;

Skilled knowledge and expertise in post-production techniques including but not limited to color correction, audio mixing and repair, visual effects and motion graphics;

Experience in portrait and event photography;

Strong writing skills with knowledge of AP style;

Strong time-management skills with the ability to manage multiple assignments successfully within tight deadlines;

Initiative, positive attitude and strong work ethic;



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Self-starter and self-motivator with the ability to think independently to solve problems;
Ability and willingness to work collaboratively within a close team;
Ability to have successful interactions with children grades Pre-K through 12 and educators at both the campus and administrative levels;
Ability to perform calmly in stressful or crisis situations.

Experience:

No less than two years of experience in broadcast news media, visual storytelling, digital marketing production, or related communications field.

Major Responsibilities and Duties:

Communications Department Main Role

1. Seek out and develop positive stories at campus and district level, working with campus liaisons to inform, promote and celebrate our students, staff, schools, district and public education.
2. Research, report, write, capture visual content, edit and produce quality stories for all/multiple multimedia platforms.
3. Produce accurate and engaging stories that reflect the district's standards of quality, editorial style and branding.
4. Manage district website, YouTube channel, and social media tracking content reach and engagement metrics.
5. Research and identify best interface solutions for multimedia applications, platforms and services that can be used to expand district resources for sharing stories with district audiences.
6. Assist with any and all aspects of special events and special projects.
7. Respond quickly and appropriately in crisis situations; become available to assist the Director of Communications with crisis response tasks as directed.

Internal Staff Relations

1. Produce content specifically for internal audience when needed.
2. Assist staff in preparing multimedia stories and presentations.
3. Create and maintain positive relationships with district, campus, and department personnel; teachers and support personnel; and administrative employees.
4. Actively participate/assist in the implementation and promotion of the district's strategic plan; provide guidance, training and support for administrators, campus leaders and teachers in telling their stories and communicating with their specific audiences.
5. Support campuses and departments when needed for events.



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External/Community Relations

1. Identify, create and disseminate video stories on a weekly basis to showcase students, staff, programs and district successes.
2. Produce content specifically for external *Bearcat Connect Parent newsletter*, *Bearcat Chat Video Vlog*, *Super 60 Video Series*, etc.
3. Produce Facebook live reports from special events.
4. Assist in the creation of accurate and detailed information during special initiatives such as bond campaigns and board elections.

Professional Growth and Development

1. Attend appropriate conferences and workshops to stay informed on industry trends and professional practices, and disseminate information and ideas gathered with appropriate staff members; memberships to local, state and national professional organizations are provided.
2. Seek out related professional development activities and training programs to further skills, abilities, and effectiveness as a school public relations professional.
3. Seek, accept, and respond appropriately to feedback from others to continuously improve performance of assigned duties and grow professionally.
4. Attend staff, Board, and other meetings as required.
5. Perform duties in a professional and ethical manner.

Supervisory Responsibilities:

None.

Mental Demands/Physical Demands/Environmental Factors:

Tools/Equipment Used: Standard office equipment including personal computer and peripherals

Posture: Prolonged sitting; occasional bending/stooping, pushing/pulling, twisting

Motion: Repetitive hand motions, frequent keyboarding and use of mouse

Lifting: Occasional light lifting and carrying (under 15 pounds)

Environment: Frequent district-wide travel; occasional statewide travel; may work prolonged or odd hours

Mental Demands: Maintain professionalism, emotional control under stress



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This document describes the general purpose and responsibilities assigned to this job and is not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Reviewed by _____ Date _____

Received by _____ Date _____

Revised: 6/3/2021