

DISTRICT SCHOOL BOARD OF PASCO COUNTY

JOB DESCRIPTION

Senior Multimedia Communications Specialist

Department: Communications	Job Code: TBD
FLSA: <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt	Salary Schedule: MGMT 7
Reports To: Public Information Officer	Work Days: 245
Board Approved Date: October 2, 2018	Work Hours: 7.5 hrs/day

JOB GOAL: Responsible for managing multi-media production and other communication efforts. This includes producing videos and photography for school and district activities and managing, maintaining, and updating social media sites to provide effective and efficient communication of district initiatives and activities.

ESSENTIAL DUTIES & RESPONSIBILITIES:

The following statements of duties and responsibilities are intended to describe the general nature and level of work being performed by individuals assigned to this position. These statements are not intended to be an exhaustive list of all duties and responsibilities required of all personnel within this position.

1. Oversee the production of various multimedia and video projects, including news releases, messages from the Superintendent, and other similar projects for distribution to multimedia platforms.
2. Create and produce videos and photographs for the District's website and social media platforms.
3. Manage and update social media accounts, including YouTube, Facebook, Twitter, Instagram, and other sites to maintain an effective and efficient flow of information to internal and external stakeholders.
4. Manage responses to community concerns on district social media accounts.
5. Supervise, evaluate, train and delegate work to appropriate staff; and make recommendations for employment.
6. Write, edit, and proofread communication materials, including news releases and social media content.
7. Document school and district special events through photography and/or video.
8. Edit media using computer-based software systems for the purpose of adding narration, music, and graphics.
9. Organize and maintain digital content.
10. Perform other duties as assigned.

MINIMUM REQUIREMENTS:

Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the incumbent will possess the abilities or aptitudes to perform each duty successfully. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

KNOWLEDGE, SKILLS & ABILITIES:

- Knowledge and understanding of social media tools and site utilization
- Proficiency using the latest video and photography tools and software
- Ability to communicate effectively with a variety of audiences, orally and in writing, including electronic media
- Ability to organize, prioritize, manage and carry out duties efficiently and within established timeframes

EDUCATION, TRAINING & EXPERIENCE:

- Bachelor's degree from an accredited institution; major in photo-journalism, communications, or related field preferred.
- Significant experience producing and editing digital photography and videography
- OR**
- Any equivalent combination of education and experience that provides the required knowledge, skills, and abilities to perform the essential duties and responsibilities of the position

CERTIFICATES, LICENSES, & REGISTRATIONS:

- Valid Florida Driver's License

PREFERRED QUALIFICATIONS:

- Bachelor's degree in photo-journalism, communications, or related field
- Experience with Final Cut Pro and/or Adobe Premiere Pro

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SUPERVISORY RESPONSIBILITY: Direct supervision of assigned personnel. Responsibilities include planning, assigning, and directing work; addressing complaints and resolving problems; training employees; evaluating performance; and interviewing, testing, hiring, and assignment of personnel.

PHYSICAL REQUIREMENTS *(Describes physical conditions of this position):*

Medium Work	Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently and/or up to 10 pounds of force constantly to move objects.
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PHYSICAL ACTIVITY:

(Physical activities of the job are listed below and are with or without accommodations for disabilities for this position. Frequency of each applicable activity is noted according to the following: R = Regularly; F = Frequently; O = Occasionally, S = Seldom)

R	Sitting	Resting with the body supported by the buttocks or thighs.
F	Standing	Assuming an upright position on the feet particularly for sustained periods of time.
F	Walking	Moving about on foot to accomplish tasks, particularly for long distances.
O	Climbing	Ascending or descending ladders, stairs, scaffolding, ramps, poles, etc. using feet and legs and/or hands and arms.
S	Balancing	Maintaining body equilibrium to prevent falling when walking, standing or crouching on narrow, slippery or erratically moving surfaces.
F	Bending	Lowering the body forward from the waist.
F	Stooping	Bending body downward and forward by bending spine at the waist through the use of the lower extremities and back muscles.
F	Kneeling	Bending legs at knee to come to a rest on knee or knees.
O	Crouching	Bending the body downward and forward by bending leg and spine.
S	Crawling	Moving about on hands and knees or hands and feet
S	Twisting	Moving body from the waist using a turning motion.
O	Reaching	Extending hand(s) and arm(s) in any direction
O	Pushing	Using upper extremities to press against something with steady force in order to thrust forward, downward or outward.
O	Pulling	Using upper extremities to drag, haul or tug objects in a sustained motion.
O	Lifting	Raising objects from a lower to a higher position or moving objects horizontally from position- to-position through the use of the upper extremities and back muscles.
R	Finger Dexterity	Picking, pinching, typing or otherwise working primarily with fingers rather than with the whole hand or arm.
F	Grasping	Applying pressure to an object with the fingers and palm.
S	Feeling	Perceiving attributes of objects, such as size, shape, temperature or texture by touching with skin, particularly that of fingertips
R	Repetitive Motions	Substantial and continuous movements of the wrists, hands, and/or fingers.
R	Talking	Expressing or exchanging ideas by means of the spoken word. Those activities in which detailed or important spoken instructions must be conveyed accurately, loudly or quickly.
R	Hearing Acuity	The ability of perceive speech and other environmental sounds at normal loudness levels.
R	Visual Acuity	The power to see at a level which allows reading of numbers and text, operations of equipment inspection of machines, etc.

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WORKING CONDITIONS:

(Conditions the worker will be subject to in this position with or without accommodations for disabilities. Indicate all that apply to the position with an "X". Please note that there can be more than one condition.)

Indoors and Outdoors The worker is subject to both environmental conditions. Activities occur inside and outside.

MACHINES, TOOLS, EQUIPMENT:

(Machines, tools, equipment, electronic devices, vehicles, etc, used in this position.)

General office equipment, including personal computers, fax machines, copiers, telephones, etc.. Cameras, drones, lighting, and other videography equipment

Pasco County School District will provide reasonable accommodations to qualified individuals with disabilities to allow them to perform the essential functions of the job when such individuals request an accommodation.