

DEL MAR UNION SCHOOL DISTRICT

CLASS TITLE: DIGITAL MEDIA SPECIALIST

BASIC FUNCTION:

Under the direction of the Assistant Superintendent of Human Resources, or designee, assist in the development and execution of digital and print communication resources to support the District's communications plans at the district and school site levels; perform a wide variety of duties related to the production and use of digital and print media; ensure district and school website and other digital content is current; and perform a variety of technical, and administrative functions in support of the District's strategic communication plan and promote District, school and student successes to internal and external audiences.

The incumbent in this position will have frequent contact with District Administrators and other staff, coordinating and recording video and other media productions. The incumbent will work under a structured, adjustable schedule, which includes some nights and weekends.

REPRESENTATIVE DUTIES:

- Assist in the planning, development, creation, and dissemination of District communication materials, including newsletters, brochures, electronic flyers, style guides, website content and social media.
- Provide technical guidance, operational services, and assistance in the video recording and production of video programs for educational and/or public information purposes.
- Create, update, and disseminate digital media for public information purposes.
- Produce informational and educational videos.
- Attend meetings, programs and events and shoot photographs and video for use on website, newsletter, social media, and other media.
- Write, layout, edit and/or coordinate content and the publication of a variety of newsletters, press releases, publications, feature articles, and District-wide announcements.
- Assist in the graphic layout and design of website content; assist in maintaining content on District webpages, social media channels and other digital media tools.
- Create and manage social media content.
- Create and edit text, graphics, animation, audio, and video files and place on web servers; convert files between various formats, including word processing, spreadsheet, Adobe, audio and video, and HTML; stay current in technologies related to web-page design, graphic arts, and multimedia.
- Serve as a production crew member and perform the full range of pre-production activities including pre-production planning and communication, set up and operation of audio, video and lighting equipment to ensure professional product completion.

- Perform post-production activities including digital video and audio editing and mixing, creation of video graphics, digital animation, and special effects, and addition of narration, voice-overs and dubbing.
- Operate still and video digital photography equipment, applying sound photographic judgment, composition and lighting techniques to ensure professional quality images.
- Assist in the set-up/take down of sound and video equipment for on- and off-site conferences and educational events including support before, during and after events.
- Establish and maintain a District video archive.
- Ensure protection and advancement of the DMUSD brand.
- Prepare, compile and maintain data, reports, files, and records.
- Assist the District on special projects as necessary.
- Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

- Video recording production: setting up and installing equipment such as microphones, sound speakers, video screens, projectors, video monitors, recording equipment, connecting wires and cables, and sound and mixing boards for events and functions.
- Circuitry and mechanical operation of video and audio systems, video camcorders, recording devices, and other types of audio-visual equipment.
- Principles and methods of advertising and promoting services and programs
- Basic public relations and media relations techniques
- Social media etiquette for professional use.
- Audio and sound theory.
- Common office terminology, skills, and practices.
- Record keeping techniques, filing and information management systems.
- Windows and Mac Operating Systems and basic computer troubleshooting.
- Working knowledge of Adobe Creative Suite, Final Cut Pro, and other software used in the classroom.
- Modern office practices, procedures and equipment.
- Correct English usage, grammar, spelling, punctuation and vocabulary.
- Operation of various office machines including a computer terminal.
- Applicable sections of State Education Code and other applicable laws.
- Oral and written communication skills.
- Interpersonal skills using tact, patience and courtesy.
- Telephone techniques and etiquette.
- District organization, operations, policies and programs

ABILITY TO:

- Operate and install video production equipment
- Understand the technical aspects of equipment
- Learn and utilize new and current technologies

- Effectively plan, organize, prioritize and complete multiple tasks within reasonable time limits and deadlines.
- Work with minimal direct supervision.
- Maintain filing systems, which contain confidential or sensitive information.
- Communicate effectively both orally and in writing.
- Perform duties effectively with frequent interruptions.
- Maintain accurate records and prepare reports.
- Understand and follow accurately oral and written directions.
- Operate computers, applicable software programs and peripheral equipment to enter, process, revise, and update information; operate a telephone, copier, calculator and other office equipment as assigned.
- Establish and maintain cooperative, effective working relationships with the public and District staff.
- Read, understand and explain technical policies and material related to personnel and benefits.
- Be well organized and detail oriented.
- Work confidentially and use appropriate discretion in disseminating information.

EDUCATION AND EXPERIENCE:

Any combination of education, experience, and/or training equivalent to graduation from a college or university with an Associate’s degree in Communications, Marketing or other related field and three years’ experience in the development and execution of digital marketing and communications, and one year using desktop publishing, videography, photography, or social media for professional purposes. School District experience preferred.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver’s license.

WORKING CONDITIONS:

ENVIRONMENT:

- Office environment
- Frequent interruptions
- Driving a vehicle to conduct work

PHYSICAL DEMANDS:

- Dexterity of hands and fingers to operate computer keyboard and other office equipment.
- Hearing and speaking to exchange information
- Seeing to read a variety of materials

- Bending at the waist, kneeling or crouching to file materials.
- Sitting for extended periods of time.
- Occasionally lifting items up to twenty-five pounds

TERMS OF EMPLOYMENT:

Twelve month work year; Valid Driver's License, Criminal Justice Department and Federal Bureau of Investigation Fingerprint Clearance, Physical and TB Clearance. Fingerprints and physical will be at district expense and must be obtained at district contracted facility.

SALARY:

Placement on the Classified Salary Schedule on Range 32.

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- Record keeping techniques, filing and information management systems.
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- Applicable sections of State Education Code and other applicable laws.
- Oral and written communication skills.
- Interpersonal skills using tact, patience and courtesy.
- Telephone techniques and etiquette.
- District organization, operations, policies and programs

ABILITY TO:

- Operate and install video production equipment
- Understand the technical aspects of equipment
- Learn and utilize new and current technologies

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ENVIRONMENT:

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- Dexterity of hands and fingers to operate computer keyboard and other office equipment.
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- Seeing to read a variety of materials

- Bending at the waist, kneeling or crouching to file materials.
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- Prepare, compile and maintain data, reports, files, and records.
- Assist the District on special projects as necessary.
- Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

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- Telephone techniques and etiquette.
- District organization, operations, policies and programs

ABILITY TO:

- Operate and install video production equipment
- Understand the technical aspects of equipment
- Learn and utilize new and current technologies

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WORKING CONDITIONS:

ENVIRONMENT:

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PHYSICAL DEMANDS:

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- Seeing to read a variety of materials

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ABILITY TO:

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LICENSES AND OTHER REQUIREMENTS:

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WORKING CONDITIONS:

ENVIRONMENT:

- Office environment
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PHYSICAL DEMANDS:

- Dexterity of hands and fingers to operate computer keyboard and other office equipment.
- Hearing and speaking to exchange information
- Seeing to read a variety of materials

- Bending at the waist, kneeling or crouching to file materials.
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SALARY:

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PHYSICAL DEMANDS:

- Dexterity of hands and fingers to operate computer keyboard and other office equipment.
- Hearing and speaking to exchange information
- Seeing to read a variety of materials

- Bending at the waist, kneeling or crouching to file materials.
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