

**Job Title:** MULTIMEDIA PRODUCTION COORDINATOR  
**Reports to:** Director of Technology Integration and Communication Services  
**Dept./School:** Technology Integration and Communication Services  
**Wage/Hour Status:** Exempt  
**Date Revised:** July 22, 2019

### **Primary Purpose**

Coordinate and facilitate the efficient operation of the SFDRCSISD Student Performance Center (SPC); administer district web sites and manage content and structure; produce content for instructional and community service programs to maximize communication for the superintendent, board of trustees, district, and the public. Design graphics, edit websites (HTML), stream live video, and produce videos and content for social media, broadcast outlets, and the web. Train school district staff on department and campus web page updates and maintenance.

## **QUALIFICATIONS**

### **Education/Certification**

High School Diploma; Bachelor's Degree in communications, technology, or related field from an accredited college or university, preferred.

### **Special Knowledge/Skills**

Demonstrated ability with analysis, design, and maintenance of internet web sites, web authoring tools, and use of internet database and operating systems (i.e. Windows, Linux), JavaScript, ASP, ASP.NET, Flash, HTML, PHP, my SQL, SQL, or related applications.

Demonstrated ability to create innovative web designs for district and campus web applications (Front Page/Dream Weaver).

Demonstrated ability producing and developing media productions including recording, editing, and directing.

Demonstrated ability using desktop publishing, graphics and video editing software (i.e. FinalCut Pro and Adobe Premier).

Demonstrated ability in administration, maintenance, and use of media production and operating systems.

Ability to use broadcast equipment including cameras, lighting, sound and video recording, and editing equipment.

Excellent organization, communication, and interpersonal skills.

Ability to work on multiple tasks

### **Experience**

Combination of education and experience which demonstrates an ability to perform the duties of the position. Preferably, at least 3 years of job experience in progressively more responsible and challenging roles in web programming, analytical positions, media production, and operations management.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Administer SFDRCSISD websites including updates and designs, manage web content on district internet and intranet web sites and web-based delivery systems and services.
2. Develop and apply organizational web presence policies and quality control standards districtwide.
3. Design web-based or other user-friendly front-ends for school and district websites.
4. Coordinate development and delivery of district and school website development projects, video productions,
5. Define the nature and scope of web and video project needs.
6. Develop proposals, manage projects, and establish priorities, timelines and process for completion of district web development and video production projects.

7. Provide leadership for the technical and creative design, development and delivery of web development and video production projects.
8. Administrate and maintain Internet development and production servers and software systems.
9. Coordinate web material to ensure consistency in style, tone, and quality of district's web sites.
10. Develop and maintain systems to support posting and updating web material.
11. Coordinate graphic design, Internet architecture, infrastructure, hardware and software applications and systems; effective Internet development tools and practices; configuration and management of Internet servers; web system design and maintenance strategies.
12. Broadcast board meetings and live events and record events for new programs or archiving.
13. Coordinate and approve scheduling of SPC events pursuant to established district policies and procedures.
14. Identify the needs for each event and exercise leadership in planning and implementing facility and equipment preparation, including accommodations for special needs, access requirements, hearing impaired listening devices, and lightening and sound equipment needs.
15. Prepare and manage operating budget for the SPC.
16. Develop and implement operating policies and procedures to ensure efficient operation of the SPC.
17. Oversee all maintenance in the SPC.

### **OTHER RESPONSIBILITIES AND DUTIES**

#### **Ability to:**

18. Plan, organize and control assigned projects.
19. Develop and maintain cooperative working relationships with staff, user community, and others contacted through job.
20. Solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
21. Interpret a variety of instructions furnished in written, oral, diagram, or schedule form.
22. Serve as liaison with staff to monitor and ensure control of SPC events and performances.
23. Promote and manage events (not performances), conferences, functions etc; liaising with external hirers, in-house staff and coordinating all activity relating to the events.
24. Oversee events for other departments (i.e. press nights, campus events etc.).
25. Collaborates on establishing a sound design for district events.

#### **Safety**

26. Operate tools and equipment according to prescribed safety procedures.
27. Follow established safety procedures and techniques to perform job duties, including lifting, climbing and carrying.
28. Correct unsafe conditions in the work area and report any conditions that are not correctable to the supervisor immediately.

29. Respond to after-hours emergencies as needed.

**Other**

30. Perform other duties assigned by supervisor.

31. Maintain confidentiality of information.

32. Reports to work on time, dependable

33. Self-motivated, stays on task

**Supervisory Responsibilities**

None

**EQUIPMENT USED**

Hand tools and test instruments for electronic repairs and cable installations. Personal computers and peripherals, including modems and printers.

**WORKING CONDITIONS**

**Mental Demands/Physical Demands/Environmental Factors**

Climbing, stooping, bending, and kneeling; frequent use of small hand tools and electronic test equipment; frequent district wide travel. Occasional prolonged and irregular hours. May be required to be on-call 24 hours a day.

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The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

**Reviewed by:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Approved by:** \_\_\_\_\_ **Date:** \_\_\_\_\_