

**TITLE: MEDIA & PRODUCTION SPECIALIST**

**QUALIFICATIONS:**

- Bachelor's Degree
- Experience in media and audio/visual production field
- Technical abilities and experience with videography, photography, podcast production, broadcast/journalism, and editing/production software.
- Excellent communication, interpersonal, and collaboration skills
- Such alternatives to the above qualifications as the Board may deem appropriate and acceptable.

**REPORTS TO:** Assigned District-Level Administrator

**GOAL:** To create high-quality and engaging media content to support the educational mission of our school district. This role will involve collaborating with staff, students, and the community to develop multimedia projects and ensure effective communication of district news and information.

**PERFORMANCE EXPECTATIONS:**

- Work with the administration to plan and implement long-term vision for student-led media production in the district.
- Produce high-quality videos that meet deadlines and adhere to the district's brand.
- Develop compelling narratives that showcase the positive impact of the school district on students, staff, and the community.
- Collaborate with all stakeholders internal and external in production of these videos.
- Work with the Media Production minor to develop high-quality media that aligns with the district vision and goals.
- Work with Media Production students in-person for a portion of the week.
- Advise and assist teachers and students in integrating and utilizing audio/visual technology, equipment, and software.
- Take all necessary and reasonable precautions to protect students, equipment, materials, and facilities.
- Maintain and adhere to confidentiality and professionalism.
- Perform other related duties as assigned.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

- District organization, operations, policies, procedures, and objectives.
- Oral and written communication skills.
- Appropriate technology, hardware, and software that meets the requirements of current industry standards of media production.

**ABILITY TO:**

- Meet schedules and timelines.
- Communicate effectively both orally and in writing.

**TERMS OF EMPLOYMENT:** Length of contract, wage rate, and work year to be established by the Board.

**EVALUATION:** Performance of this job will be evaluated in accordance with the provisions of the Board’s policy on Evaluation of Classified Personnel.

Employee Name: (please print) \_\_\_\_\_

Reviewed and agreed to by: \_\_\_\_\_ Date: \_\_\_\_\_  
Employee Signature

Revised May 13, 2024