



EMPLOYEE NAME: _____

Revised: 5/04; 2/08; 9/08; 10/12; 1/18; 6/18, 7/19

JOB DESCRIPTION

POSITION TITLE: Digital Media Producer	JOB CODE: 488B
DIVISION: Strategy and Accountability	SALARY SCHEDULE: Professional/Supervisory Support
DEPARTMENT: Content and Marketing	WORK DAYS: 238
REPORTS TO: Video Services Team Lead	PAY GRADE: Rank I (NK09)
FLSA: Exempt	PAY FREQUENCY: Monthly
PRIMARY FUNCTION: Performs a variety of video production and audio visual support functions to support and promote the District's communications and marketing initiatives.	

REQUIREMENTS:

1.	Educational Level: Bachelor Degree or its equivalency required (2 years of exempt level experience = 1 year of college), a combination of experience and education may be used to meet the degree requirement
2.	Certification/License Required: None
3.	Experience: 1 to 2 years of experience in audio visual production
4.	Physical Activities: Routine physical activities that are required to fulfill job responsibilities
5.	Knowledge, Skills, & Abilities: Written and oral communication; ability to work within teams; proficiency with software for content development including, but not limited to, non-linear video editing and associated applications such as the Adobe Creative Cloud suite of applications; proficiency with video cameras, production switchers, audio consoles and audio and visual presentation equipment.

The Board of Education and the Superintendent may accept alternatives to some of the above requirements.

ESSENTIAL DUTIES:

1.	Demonstrates prompt and regular attendance.
2.	Provides the highest level of customer service while delivering high-quality video and digital media content to both internal and external stakeholders.
3.	Works collaboratively with clients and Department staff to produce and disseminate live and pre-recorded video products for Board of Education meetings, District meetings, events, marketing and other initiatives for delivery to a variety of audiences across multiple platforms including, but not limited to, content delivery networks (CDN), websites, social media, live streaming and television.
4.	Operates audio and video production and delivery equipment including, but not limited to, cameras, production switchers, digital video recorders, audio consoles and associated input devices, lighting controls, and audience display devices.
5.	Completes post-production work on recorded audio & video including, but not limited to, podcasts, non-linear editing, incorporating graphics and animation, adding recorded audio and packaging for dissemination.
6.	Engages in continuing professional development to enhance knowledge and expertise in current and future technologies to deliver high-quality content.
7.	Stays familiar with current industry techniques & best practices.
8.	Performs other duties as assigned by the Team Lead or appropriate supervisor/administrator.

Signature of Employee _____ Date _____

Signature of Supervisor _____ Date _____