

EMPLOYEE NAME: _____

Revised: 5/04; 2/08; 9/08; 10/12; 1/18; 6/18, 7/19; 5/25

JOB DESCRIPTION

POSITION TITLE: Digital Content 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, animation, multimedia storytelling and other audio visual support functions to support and promote the district's communications and marketing initiatives.	
RECISION DATE(S): 5/25	

REQUIREMENTS:

1.	Educational Level: Bachelor's 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: 3 to 5 years of experience in video editing, animation, and multimedia storytelling, including 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. Knowledge of multimedia storytelling across digital platforms such as social media, websites, and streaming services

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 compelling video, animation, and multimedia content to both internal and external stakeholders.
3.	Works collaboratively with clients and department staff to produce and disseminate live and pre-recorded video and animated content for Board of Education meetings, district meetings, events, marketing, and other initiatives for delivery across multiple platforms including content delivery networks (CDN), websites, social media, live streaming services, 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.	Plans and produces projects, in collaboration with stakeholders, to effectively create digital content as required to promote the district's brand and initiatives, using best practices for high quality products.
	Completes post-production work including but not limited to podcast editing, non linear video editing, motion graphics, animation, sound design , 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 and best practices to drive community engagement without compromising the district's brand.
8.	Performs other duties as assigned by the team lead or appropriate supervisor/administrator.

Signature of Employee _____ Date _____

Signature of Supervisor _____ Date _____