

EMPLOYEE NAME: _____

JOB DESCRIPTION

POSITION TITLE: Director of Media Production	JOB CODE : 488U
DIVISION: Strategy and Accountability	SALARY SCHEDULE: Professional/ Supervisory Support
DEPARTMENT: Communications	WORK DAYS: 238
REPORTS TO: Senior Executive Director of Communications	PAY GRADE: Rank A (NK01)
FLSA: Exempt	PAY FREQUENCY: Monthly
PRIMARY FUNCTION: The Director of Media Production leads the development and delivery of high-quality multimedia content that supports the district's mission and priorities. This role manages the production of videos, podcasts, and digital content, ensuring consistent, engaging storytelling across platforms. The director oversees all phases of production and contributes to script writing, story development, and content strategy.	

REQUIREMENTS:

1.	Educational Level: Bachelor's degree required with preference in fields of Communications , Media Production, Broadcast Journalism, Digital Media, or related disciplines.
2.	Certification/License Required: None
3.	Experience: Minimum of 7-10 years of professional experience in media production leadership roles. Must include direct experience within a K-12 school district or equivalent public-sector environment.
4.	Physical Activities: Routine physical activities that are required to fulfill job responsibilities
5.	Knowledge, Skills, & Abilities: Strong communication and leadership skills including mentoring creative staff; expertise in media production, storytelling, script writing, and digital content strategy across multiple platforms; proficient in production tools like Adobe Creative Cloud Suite, live streaming, internal servers and digital asset libraries; experience managing media infrastructure ; skilled in using audience data for content planning; ability to manage multiple projects while maintaining high quality and deadlines; experience with K-12 education communications and mentoring creative teams.

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.	Oversees the development, production, and delivery of multimedia content-including videos and podcasts-that communicates key district initiatives and stories.
3.	Leads a creative team of digital content and multimedia professionals, ensuring compelling and consistent content across formats and assigned platforms
4.	Writes and edits scripts that align with strategic messaging, tailoring tone and format for intended audiences and platforms.

5.	Directs all phases of multimedia projects including concept development, scripting, filming, editing, and publishing.
6.	Collaborates with internal departments and school leaders to identify story opportunities and produce content that reflects the district's strategic goals.
7.	Collaborates across departments to align multimedia content and production schedules with district-wide communications goals, marketing campaigns, and public engagement efforts.
8.	Oversees the structure, access protocols, and maintenance of the district 's internal video archive and digital asset management system
9.	Oversees editorial and technical quality control standards for all multimedia outputs.
10.	Stays current with emerging media technologies and industry best practices to proactively maintain, upgrade, and enhance the district's video and audio production infrastructure and equipment.
11.	Provides regular performance feedback and development planning for creative team members to ensure continued growth and content excellence.
12.	Develops and oversees long-term multimedia strategy in alignment with district communications priorities, school events, and community engagement.
13.	Directs live and recorded productions for key district events and community programming for internal and external platforms.
14.	Oversees capital planning, budgeting, and purchasing of equipment and infrastructure using PEG funds for cable TV station operations.
15.	Troubleshoots technical issues related to broadcast operations and equipment.
16.	Manages 24/7 operations of the district's cable TV station, including scheduling and media asset management.
17.	Maintains and manages the operation of the communications studio facilities.
18.	Performs other duties as assigned by appropriate administrator.

Signature of **Employee** _____ Date _____

Signature of Supervisor _____ Date _____