

Sioux Falls School District 49-5

JOB DESCRIPTION

DEPARTMENT: SUPERINTENDENT

JOB TITLE: MULTI-MEDIA SPECIALIST
(Specialist, 12 month; Level L)

REQUIREMENTS:

- A. Education Level:** Two years post-secondary education preferred.
- B. Experience Desired:** Three years direct use of broadcast quality media equipment. Demonstrated knowledge of social media marketing.
- C. Physical Requirements:** This position requires constant hand-eye, mind-eye coordination. Ability to lift 35-40 pounds. Valid driver's license and travel to various schools using personal car is required. Sitting, standing, walking, talking, writing, bending, lifting, and stooping are required. Evening and occasional weekend work required.
- D. Other Requirements:** Excellent oral and written communication skills. Strong sense of design & understanding of brand consistency. High energy personality with flexibility and tolerance for change. Willing to embrace new technology and leverage knowledge and experience to promote innovative, engaging communication solutions. Comfortable working alone and in a collaborative team environment and willing to contribute on a variety of projects. Ability to plan, manage, prioritize, and schedule projects with a minimum of supervision. Knowledge and understanding of social media channels and their respective participants (Facebook, Twitter, LinkedIn, YouTube, Pinterest, Instagram, and other emerging social media channels), and how to best utilize each channel. Ability to learn new concepts quickly and easily, work well with diverse groups or individuals, take initiative and think creatively.

REPORTS TO: Community Relations Supervisor

RECEIVES GUIDANCE FROM: Community Relations Supervisor
Communications Specialist

ESSENTIAL DUTIES AND FUNCTIONS:

1. Assumes all responsibilities for programming, scheduling, producing programs for the District’s cable access television station.
2. Analyzes, troubleshoots and provides basic maintenance of both still and video media equipment.
3. Live broadcasts all School Board meetings and other District meetings, as assigned
4. Produces broadcast-quality video programming – from concept to completion using Adobe products - to equitably highlight academic, fine arts, and athletic features/events
5. Performs all multimedia functions including photography, videography, editing, and written materials for District use
6. Produces content, updates and maintains all aspects of District’s social media sites
7. Provides livestreaming support for schools and Howard Wood Field
8. Other duties as assigned.

WORKING CONDITIONS:

A.	<u>Inside</u>	<u>Outside</u>	<u>Both</u> XXX
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B. Climatic Environment:
Some District classrooms and work areas are not climate controlled and are subject to extremes of temperature and humidity.

C. Hazards:
Occasionally subjected to electrical and mechanical hazards. Travel between schools will cause exposure to hazardous driving and walking conditions. For some buildings, stairs, and exposure to communicable diseases may be a potential hazard.

I have read and understand this job description and can fulfill the essential functions as listed.

Signature

Date

Print Name