



<b>Job Title:</b>	Multimedia Specialist	<b>Wage/Hour Status:</b>	Exempt/226 day
<b>Reports To:</b>	Assistant Superintendent Communications & Marketing	<b>Pay Grade:</b>	Professional Pay Grade 1 B
<b>Dept. /School:</b>	Administration Building	<b>Date Revised:</b>	June 3, 2011

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**Primary Purpose:**

Consult; assist with audio/visual needs throughout the school district, as well as videotaping, editing, and broadcasting a variety of district subjects and events.

**Qualifications:**

**Education/Certification:**

Bachelor's Degree, concentrated studies in Broadcast Journalism or Radio/Television/Video/Film preferred

**Special Knowledge/Skills:**

Knowledge of video production/editing equipment and software  
Excellent attention to detail, sense of visual design, and technical knowledge of file sizes types, and video formats  
Effective organizational, communication, and interpersonal skills  
Ability to meet established deadlines

**Experience:**

Five years in video, editing, and/or broadcast field.  
Experience in education environment preferred.

**Major Responsibilities and Duties:**

1. Script, video, and edit original video content for MISD Web site, broadcast and media sources.
2. Produce regular interview/news-oriented program for MISD Web site and broadcast.
3. Produce training/informational videos for departments and the district.
4. Coordinate announcement information for all schools into cable broadcast.
5. Videotape select sports and special events, including graduation, convocation, employee reception, etc., for web, presentations, displays and broadcast.
6. Manage daily operation of district cable station.
7. Facilitate Internet broadcast of meetings and other events.
8. Coordinate broadcast opportunities with area cable companies.
9. Assist with special events, including yearly employee retirement/recognition reception.
10. Assess and consult on district A/V opportunities and research new video technology/software.
11. Consult on district audio/visual needs and Media Tech Curriculum Development.
12. Produce and coordinate graphics/commercial content for MISD Athletic Complex.

13. Maintain and record copyright regulations and licenses for all district video programming.
14. Assist Director of Communications with other duties, as assigned.
15. Other duties as assigned.

**Supervisory Responsibilities:**

None

**Equipment Used:**

Cable broadcast equipment, video/audio equipment, digital camera(s), copier, computer, fax, printer, scanner

**Software:**

Adobe Design Products-Illustrator, Photoshop, Premier, Acrobat, Flash; Microsoft Office; Various Scanning/Digital Photography Software; plus ability to adapt and learn new software.

**Working Conditions:**

**Mental Demands/Physical Demands/Environmental Factors:**

Maintain emotional control under stress; work with frequent interruptions. Repetitive hand motions; prolonged use of computer. Occasional prolonged and irregular hours.

*NOTE: The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities, duties, or skills that may be required.*