

ORANGE UNIFIED SCHOOL DISTRICT

MULTIMEDIA SPECIALIST

DEFINITION

Under general supervision, performs a wide variety of communication-related tasks to support goals and priorities. This position produces high-quality multimedia - including photographs and video content - for media channels, including social media, the website, and other District outreach methods; assists with posting, updating, and maintaining aesthetic visual website content; supports the aesthetic and copy editing of written and print mediums; plans and coordinates the production of promotional and informational videos, graphics, photography, and other multimedia content for internal and external audiences; and provides entry-level media relations support.

DISTINGUISHING CHARACTERISTICS

This position classification provides District-level photography and video production services, including the development of work based on assignment, planning and developing pre-production ideas; determination of the most effective format, approach, content, level, and media; assistance with script writing and outlines; directing the staging of activities for videotaping/photography, filming/photographing footage and interviews; editing content, and posting content to appropriate platforms; setting up, adjusting, and operating related equipment such as portable camera/switcher systems, cameras, sound mixers, audio recorders, and related production equipment; meeting goals and objectives by a given deadline and working independently to manage multiple projects and deadlines. Additional services may include graphic design, social media and website visual content, aesthetic support (using a template service/CMS and with training) and other related duties as assigned.

ESSENTIAL DUTIES

- Supports special District events and assists with photography/video needs at the District office and school sites for special events as assigned, such as Board of Education Meetings, groundbreakings, ribbon-cuttings, and dedications
- Operates a variety of job-related equipment, including still and video cameras, microphones, computers, and assigned software
- Coordinates the development, delivery, and distribution of video production projects, including filming, editing, and revising as directed
- Creates videos for internal and public communications promoting assigned programs and District values; updates and manages video repository/archive
- Applies District publishing and communications standards to create and organize content to support a photo repository for administrative use
- Provides visual media support, including developing short videos and/or photos and graphics for social media and other promotional purposes
- Provides copy editing assistance for written communications, including news briefs related to District and school site news, correspondence, website content, newsletters, press releases, and other materials as needed
- Documents project needs and establishes priorities, timelines, and processes for completion of District video production projects
- Provides support to liaisons at school sites for website photo and video contributors

QUALIFICATIONS GUIDE

Knowledge of:

- Video Production hardware tools and software, including cameras, lighting, audio recording, and nonlinear editing systems and production workflows;
- Public relations and community engagement techniques and best practices;
- Correct English language usage, including grammar, spelling, punctuation, and vocabulary;
- Technical knowledge and ability with Google Suite; Office Suite; Adobe Design programs, video editing software, virtual meeting platforms (Teams, Zoom), and streaming video software.
- Knowledge of web management tools and social media platforms is preferred;
- Applicable laws, rules, and regulations related to assigned activities, including the use of drones on school campuses;
- Still and video camera operation;
- Standard office practices;
- Safe working methods and procedures.

Ability to:

- Operate a variety of job-related equipment, including audio, video, and photographic equipment, computers, and assigned software;
- Plan and organize projects; meet project timelines and priorities;
- Apply media aesthetic and communication best practices to produce and apply content to maintain the professional look of the OUSD website and other visual mediums;
- Assist with coordination of video production projects, including planning and pre-production, recording on location, post-production editing, publication, and broadcasting/live-streaming;
- Solve practical problems and deal with a variety of variables;
- Establish and maintain effective working relationships with administrators, supervisors, school personnel, various stakeholders, and the general public;
- Communicate effectively in both oral and written form; demonstrate effective interpersonal skills using tact, patience, and courtesy;
- Work under pressure and against deadlines when required.

EXPERIENCE AND EDUCATION

Any combination of experience and training that would likely provide the required knowledge and skill is qualifying. A typical way to obtain the required knowledge and skill would be:

Experience:

Minimum of three (3) years of progressively responsible experience with photography, video production, and related aspects, such as equipment, lighting, and sound.

Education:

Equivalent to high school graduation and college level coursework in journalism, communications,

Page 3 of 3
ORANGE UNIFIED SCHOOL DISTRICT
MULTIMEDIA SPECIALIST

public relations, marketing, design, or a related field. Bachelor's Degree strongly preferred.

OTHER REQUIREMENTS

Licenses

A valid California Class C driver's license, use of an automobile.
FAA UAS Remote Pilot License (PAR 107) is strongly preferred.

Other

Insurability by the District's liability insurance carrier.

PHYSICAL DEMANDS

This position classification performs work that involves the frequent lifting, pushing, and/or pulling of objects which may weigh approximately 50 pounds and may occasionally weigh up to 75 pounds. Positions in this class require:

- Mobility to stand, stoop, reach, and bend
- Mobility of arms to reach
- Dexterity of hands to operate a computer keyboard and assigned equipment
- Hearing ability to test and use audio equipment and detect differences in the quality of sound
- Visual acuity (which may be corrected) to read small print and edit copy
- Visual color perception to color-correct and color-match mediums