

SEMINOLE COUNTY PUBLIC SCHOOLS, FLORIDA

Position/Job Description

MULTIMEDIA PRODUCER

QUALIFICATIONS

- Bachelor's Degree with a major in Mass Communications/Media, Multimedia or related field.
- Seven (7) years of professional work experience as a photographer, videographer, and editor. Two (2) years directing experience.
- Previous experience supervising the daily operations of a multimedia or creative team.
- Portfolio providing evidence of work experience and video editing skills.

KNOWLEDGE, SKILLS, ABILITIES

- Knowledge of current and evolving technologies in the field of mass media and graphic design.
- Knowledge of video and audio production equipment, operations, and software.
- Skilled at script writing and video voice over narrations.
- Ability to work independently and ensure assigned workforce achieves accurate and timely results.
- Ability to analyze assigned functions and to make recommendations for efficient and economical operation.
- Ability to effectively communicate both orally and in writing with all levels of the organization and the general public.
- Ability to multitask and meet deadlines.
- Ability to work a flexible schedule, which may include nights and weekends on occasion.

SUPERVISION

REPORTS TO Communications Officer
SUPERVISES Assigned Personnel

POSITION GOAL

To create digital media tools and video assets that will promote Seminole County Public Schools and its many innovative programs in support of the District's overall communications plan.

PERFORMANCE RESPONSIBILITIES

1. *Establish and maintain lines of communication with internal and external stakeholders for purposes of identifying appropriate modes and strategies for preparing and delivering content.
2. *Assist with the scheduling and videotaping of School Board Meetings, Discipline Hearings, and other special events.
3. *Work with various clients or independently to develop stories for the District for press/public use including distribution on various social media outlets.
4. *Develop and execute plans and schedules that lead to the production of multiple projects simultaneously under tight deadlines and with attention to detail.
5. *Develop and manage a shared production database which will include photographic, video, graphic, and content elements.
6. *Supervise assigned photographers, videographers/editors, graphic artists, and/or other personnel in order to meet production requirements.
7. *Coordinates interaction with other SCPS departments, schools and partner agencies in developing video productions to promote, educate, and inform citizens of District programs, services, and special events.
8. Perform other duties as assigned by the Communications Officer.

**Denotes essential job function/ADA*

MULTIMEDIA PRODUCER, Page 2

EQUIPMENT / MATERIALS

Standard Office Equipment; Digital/Multimedia Equipment to include Video Cameras, Digital Cameras and Production Gear; and Editing Software to include Adobe Creative Suite, Adobe After Effects, Adobe Premier Pro, and Apple Final Cut Pro

PHYSICAL REQUIREMENTS

Medium Work Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.

PHYSICAL ACTIVITIES

Sitting Resting with the body supported by the buttocks or thighs.
Standing Assuming an upright position on the feet particularly for sustained periods of time.
Walking Moving about on foot to accomplish tasks, particularly for long distances.
Finger Dexterity Picking, pinching, typing or otherwise working primarily with fingers rather than with the whole hand or arm.
Talking Expressing or exchanging ideas by means of the spoken word. Those activities in which detailed or important spoken instructions must be conveyed accurately, loudly or quickly.
Hearing Acuity The ability to perceive speech and other environmental sounds at normal loudness levels.
Visual Acuity The power to see at a level which allows reading of numbers and text, operation of equipment, inspection of machines, etc.

WORKING CONDITIONS

Indoors/Outdoors The worker is subject to both environmental conditions. Activities occur inside and outside.

TERMS OF EMPLOYMENT

PAY GRADE

AO-17-J \$43,871 - \$73,834

District Salary Schedule
Months 12
Annual Days 258
Weekly Hours 37.5
Annual Hours 1935

POSITION CODES

| | |
|---------------------|-------|
| PeopleSoft Position | TBD |
| Personnel Category | 14 |
| EEO-5 Line | 44 |
| Function | Vary |
| Job Code | 1491 |
| Survey Code | 91010 |

FLSA

Applicable
 Not applicable

Previous Board Approval

BOARD APPROVED

June 23, 2015

ADA Information Provided by Michael Lawrence
Position Description Prepared by Michael Lawrence