

**SAN DIEGO UNIFIED SCHOOL DISTRICT**

**POSITION DESCRIPTION**

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<b>TITLE:</b>	Multimedia Specialist	<b>REPORTS TO:</b>	Assigned Supervisor
<b>DEPARTMENT:</b>	Communications	<b>CLASSIFICATION:</b>	Classified
<b>FLSA:</b>	Non-Exempt	<b>SALARY GRADE:</b>	054 OTBS
<b>ISSUED:</b>	April 24, 2007		

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**BASIC FUNCTION:**

Maintain and operate a television broadcasting system for airing of Board of Education meetings and other district events; provide layout, writing, editing, and design of district brochures, newsletters, official communications, flyers, and other documents; utilize desktop publishing, graphics design, audio sound effects, digital photographs, video footage, and other technical software for presentations; and provide support for the district's web site.

**REPRESENTATIVE DUTIES: (Incumbents may perform any combination of the essential functions shown below. This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but is intended to accurately reflect the principal job elements.)**

**E = Essential Functions**

Maintain and operate a television broadcasting system for airing Board of Education meetings and district special events; schedule and direct the work of assigned staff; manage equipment and equipment repair budgets; and coordinate equipment repairs. **E**

Program and develop graphic design to support interactive content; develop multimedia and QuickTime applications. **E**

Coordinate the district's implementation of online video streaming for professional development and communications-related activities. **E**

Develop program specifications, script and query creation, coding of program procedures and development and execution of test plans as needed for website development. **E**

Provide continuity to the entire district website, including aspects of programming, development, design and marketing. **E**

Consult with staff regarding development and maintenance of department web pages; provide design and technical support in updating department web pages as new trends and programs are developed. **E**

Train identified content owners in use of web conversion tools and applications; advise and train staff on developing web-based applications and programs. **E**

Utilize desktop publishing, Power Point, graphics design, audio sound effects, digital photographs, video footage, and other technical software for presentations and for the district's web site. **E**

Provide and coordinate layout, writing, editing, and design of templates and camera ready artwork for district correspondence, website, invitations, fact sheets, certificates, brochures, letterhead, newsletters, graphs/charts/tables, official communications, flyers, and other documents. **E**

Create effective employee communication materials, including online, web-based newsletters using HTML and Java programing. **E**

Establish effective and ongoing communication with district administrators and others regarding the design, layout, and preparation of newsletters, brochures, presentations, and other documents related to a variety of district-related programs and services. **E**

Develop presentations in electronic media for use by district administrators and supervisors to communicate information to the Board, Superintendent, employees, parents, the general public, other school districts, professional organizations, and media representatives. **E**

Develop and disseminate information about available services to district personnel; prepare and maintain a variety of records. **E**

Provide training to district personnel in effective communications and electronic presentation techniques.**E**

Monitor and operate computers, computer peripherals, and other equipment for the department; assist in the installation, maintenance, and modification of data communications software, data base software, system central programs, and software products for the department. **E**

Participate in meetings; provide technical support; and participate in the district's communications program as appropriate. **E**

Perform other duties reasonably related to this job class.

**MINIMUM QUALIFICATIONS:**

**EDUCATION AND EXPERIENCE:**

Any combination of education, experience, and/or training equivalent to: degree in design, graphic arts, journalism, or related field and four years of experience in writing, layout, editing, video and audio design, desktop publishing, Power Point, and other software programs. Experience using cassette recorders, CD burners, laser printers, scanners, digital cameras, video cameras, LCD projectors, microphone/sound systems, VCR, DVD player/recorders and experience with Adobe Acrobat, Adobe PageMaker, Adobe Illustrator, Macromedia Dreamweaver, Adobe Photo Shop is required.

**LICENSES AND OTHER REQUIREMENTS:**

None.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

Laws related to freedom of press and access to public information.

Legal entitlements and restraints.

Presentation, communication, and public speaking techniques.

Operation of a computer terminal, scanners, electronic audio-visual equipment, and data entry techniques.

Computer software including Word, Power Point, Excel, Windows, and desktop publishing.

Audio and video techniques, electronic data, and communications equipment.

California Education Code and District directives and policies.

Interpersonal skills using tact, patience, and courtesy.

Correct English usage, grammar, spelling, punctuation, and vocabulary.

**ABILITY TO:**

Provide and coordinate presentations regarding a variety of district programs, events, and efforts.

Maintain confidentiality as appropriate.

Understand and follow oral and written directions.

Learn the procedures, functions, and limitations of assigned duties.

Communicate effectively and maintain cooperative relationships.

Operate audio-visual and electronic equipment, computers, scanners, and related equipment.

Work effectively with computer software programs including Word, Power Point, Excel, Windows, web page design and maintenance including file conversion, and desktop publishing.

Prepare presentations, provide training, and communicate effectively.

Meet schedules and time lines.

Maintain records.

Read, interpret, apply and explain rules, regulations, policies, and procedures.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Indoor, office environment.

**PHYSICAL REQUIREMENTS:**

Hearing and speaking to exchange information; seeing to read, prepare, and proofread documents; sitting for extended periods of time; dexterity of hands and fingers to operate a computer keyboard and other office equipment; kneeling, bending at the waist, and reaching overhead, above the shoulders and horizontally, to retrieve and store files and supplies; lifting light objects.

Job Code 7029

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