

CLOVIS UNIFIED SCHOOL DISTRICT

POSITION DESCRIPTION

Position:	Production Specialist	FLSA:	Non-exempt
Department/Site:	Communications Department	Salary Grade:	29
Reports to/Evaluated by:	Chief Communications Officer or Digital Media Coordinator	Salary Schedule:	Classified

SUMMARY

With minimal supervision executes complex graphic design, videography, photography, and production work on district marketing, communication and training projects.

DISTINGUISHING CAREER FEATURES

The Production Specialist works collaboratively with the communications department staff to provide graphic design services, videography and photography to support communication and training throughout the District. In addition to Communications Department staff, this individual works closely with the Curriculum, Instruction and Accountability department, administrators, and school site personnel to coordinate and support videography, photography and graphic design projects districtwide.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Produce high quality video, graphic design and digital media content for internal and external audiences.
- Contribute to the district’s graphic design needs for print and electronic delivery.
- Assist in the development and maintenance of a master source of all district electronic assets.
- Work with internal and external printers and other vendors to ensure optimal quality of graphics used in district material.
- Assist in digital marketing of professional development opportunities and recording, producing and archiving professional development training conducted by the Curriculum, Instruction and Assessment Department.
- Assist with photography services for the district, including pre-and post-production work to optimize digital photography.
- Produce, shoot and edit a variety of video projects according to established specifications, guidelines and procedures; assemble and edit a variety of audio and video segments in the compilation of video productions, prepare and format master recordings.
- Operate a variety of video production and audio-visual equipment such as cameras, microphones, monitors, switchers, mixers, satellite devices, video recorders, video players, lighting, computers and assigned software. Perform video system backups.

- Remain up to date on current graphic arts, videography, photography and production software and techniques.
- Performs a variety of printing and graphic arts activities involved in the design, layout and production for projects such as posters, brochures, newsletters, and online content to support communications and marketing efforts of the district.
- Shoot photography and video to be used as content across digital and social media properties.
- In collaboration with the Digital Communication Coordinator, create innovative multimedia solutions as required for social media channels, digital publications, websites and infographics, ensuring the expression of the CUSD brand image
- Prepare digital photography for use across multiple digital and print media platforms
- Performs related duties as assigned.

QUALIFICATIONS

Abilities: Strong verbal/written communication and presentation skills. Knowledge of methods, practices, terminology, equipment and procedures used in the design of graphic arts and production of printed and digital resources. Advanced skills in Adobe Creative Suite of products. General practices, procedures and techniques involved in video production including audio and video acquisition, video photography, still photography, and video and audio editing. Knowledge of practices, procedures, and techniques related to effective visual composition and narrative form. Proper operation of a variety of audio and video production, audio-visual, duplication and recording equipment. Familiarity with current laws and regulations pertaining to copyright and material usage. Ability to work in a team environment.

Physical Abilities: Requires sufficient ambulatory ability to perform work at multiple locations. Requires sufficient hand-arm-eye coordination and hand/finger dexterity to use a computer keyboard and common office equipment. Requires near visual acuity to recognize words and numbers. Requires ability to project voice to small groups and to carry on conversations over the phone and in person.

Working Conditions: Work is performed in usual office conditions with rare exposure to disagreeable environmental factors. Occasional field work.

Education and Experience: Bachelor Degree in Communications, Marketing or other related field or equivalent Minimum of 2 years of experience in video and audio production, communications and marketing, and graphic design with a proven record of success. Experience in education field preferred. Some experience may substitute for higher education. Technical certifications may substitute for some experience.

License(s) and/or Credential: Requires a valid CA driver's license.