

PINELLAS COUNTY SCHOOL DISTRICT, FLORIDA

PCSB:
Pay Grade: C03

FLSA: Exempt
PTS

MULTIMEDIA COORDINATOR
REPORTS TO: Manager, TV Operations OR General Manager, Multimedia Training
SUPERVISES: No Applicable
QUALIFICATIONS: Associate's degree in Broadcasting, Journalism, Mass Communications, Multimedia Production, or a related discipline OR industry certification or equivalent in areas related to the above. Two (2) years of experience with multimedia/audio-video/production and post-production using a professional news non-linear video editing system such as Final Cut Pro, Avid or Premiere Pro. Demonstrated effective oral and written communication skills and ability to target messages to different audiences. Demonstrated organizational and analytical skills. Ability to work both independently and as a member of a team.
PREFERRED: Bachelor's degree in Broadcasting, Journalism, Mass Communications, or related field from an accredited college or university. Four (4) years of progressively responsible teaching and supervisory or project leader experience in Broadcasting, Journalism, Mass Communications, or related field, and the conceptualization, design and production of multimedia materials for varied platforms including television and the Web. Experience using a non-linear audio and video editing
MAJOR FUNCTION
The Multimedia Coordinator assists the Strategic Communications team by effectively and efficiently communicating district initiatives and activities primarily via electronic platforms while proactively providing multimedia teaching and learning opportunities for instructional staff and students.
ESSENTIAL RESPONSIBILITIES
<ul style="list-style-type: none">• Interfaces with Director, Strategic Communications; Executive Manager, Strategic Communications; and, Manager, TV Operations to maintain an effective and efficient flow of information to internal and external stakeholders• Works with General Manager, Multimedia Training to provide opportunities for district staff and students engaged in the study of multimedia journalism• Works with district staff members under the project lead of a Multimedia Producer to determine and ensure effective implementation of multimedia deliverables• Interfaces with Communications Coordinators on multiple projects with multiple deadlines to produce annual, quarterly, monthly and weekly communication to internal and external stakeholders• Writes and edits scripts, storyboards and specialty files for use in various types of multimedia and video projects and presentations• Creates and edits multimedia files tailored to intended audiences using a variety of production and post-production equipment, relying on technical expertise with regard to audio quality, voice-overs, bed music or sound effects, lighting, shooting angles, compositions, titles, bugs, etc.• Visually enhances presentation materials created by others using sound, multimedia graphics, and video elements• Conducts research and collaborates with team members to create informational graphics• Selects stock video footage and still photography for use in multimedia projects• Performs advanced video and still photography photo editing including color correction and creation and manipulation of key frames and layers

- Creates and edits video and audio recordings for use in multimedia platforms including WPDS-TV and the district's website
- Assists in the maintenance of a multimedia archive
- Assists with countywide multimedia-related competitions and awards opportunities in alignment with relevant state- and national-level competitions
- Participates in staff trainings pertaining to writing, editing, videotaping, audio, Freedom of Information Act management, and media relations
- Performs other related duties as required

TERMS OF EMPLOYMENT

Salary and benefits shall be paid consistent with the district's approved compensation plan. Length of the work year and hours of employment shall be established by the District.

Performance of the job will be evaluated in accordance with provisions of the School Board's policy on evaluation of personnel.

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities and duties required of those in this classification.

HISTORY OF JOB CLASSIFICATION

ISSUED; 5/12 LMCK; BOARD APPROVED:

MULTIMEDIA COORDINATOR

WORKING CONDITIONS & PHYSICAL EFFORT:	Seldom Or Never	Monthly	Weekly	Daily	Hourly
1. Lift objects weighing up to 20 pounds			X		
2. Lift objects weighing 21 to 50 pounds	X				
3. Lift objects weighing 51 to 100 pounds	X				
4. Lift objects weighing more than 100 pounds	X				
5. Carry objects weighing up to 20 pounds			X		
6. Carry objects weighing 21 to 50 pounds	X				
7. Carry objects weighing 51 to 100 pounds	X				
8. Carry objects weighing 100 pounds or more	X				
9. Standing up to one hour at a time				X	
10. Standing up to two hours at a time			X		
11. Standing for more than two hours at a time		X			
12. Stooping and bending		X			
13. Ability to reach and grasp objects				X	
14. Manual dexterity or fine motor skills					X
15. Color vision, the ability to identify and distinguish colors				X	
16. Ability to communicate orally					X
17. Ability to hear					X
18. Pushing or pulling carts or other such objects		X			
19. Proofreading and checking documents for accuracy					X
20. Using a computer to enter and transform words or data					X
21. Using various technology tools					X
22. Working in a normal office environment with few physical discomforts					X
23. Working in an area that is somewhat uncomfortable due to drafts, noise, temperature variation, or other conditions	X				
24. Working in an area that is very uncomfortable due to extreme temperature, noise levels, or other conditions	X				
25. Working with equipment or performing procedures where carelessness would probably result in minor cuts, bruises or muscle pulls	X				
26. Operating automobile, vehicle, or van	X				
27. Other physical, mental or visual ability required by the job	X				

Multimedia Coordinator – PTS