

**PINELLAS COUNTY SCHOOL DISTRICT, FLORIDA**

PCSB: 6621  
Pay Grade: E05

FLSA: Exempt  
PTS

**GENERAL MANAGER, MULTIMEDIA TRAINING**

**REPORTS TO:**

Executive Manager, Strategic Communications

**SUPERVISES:**

Multimedia Producer  
Multimedia Coordinator

**QUALIFICATIONS:**

Associate's degree in Broadcasting, Journalism, Mass Communications, Multimedia Production, or a related discipline OR industry certification in areas related to above. Five (5) 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. Experience in teaching multimedia workflows. 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. Seven (7) 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 in a non-linear audio and video editing system in a deadline environment.

**MAJOR FUNCTION**

The General Manager, Multimedia Training assists the Strategic Communications team by serving as project leader for Multimedia Producers and Multimedia Coordinator, furthering their role in proactively facilitating multimedia teaching and learning opportunities for instructional staff and students while providing effective and efficient communication of district initiatives and activities.

**ESSENTIAL RESPONSIBILITIES**

- Interfaces with Director, Strategic Communications; Strategic Communications; and, Manager, TV Operations to maintain an effective and efficient flow of information to internal and external stakeholders
- Works with Executive Manager, Strategic Communications to provide opportunities to district staff and students engaged in the study of multimedia journalism
- Leads the production of various multimedia and video projects ranging from daily news pieces to features and packages for distribution to multimedia platforms including WPDS-TV and the district's website, while making each effort part of the multimedia training courseware archive
- Leads effort to coordinate multimedia specifications and bidding procedures for district staff at the secondary school level within the constraints of governmental, Florida Department of Education, and standard construction practices and procedures, assisting in establishment of short- and long-term multimedia goals related to expansion and upgrades
- Oversees installation and implementation of multimedia-related equipment, applications and other technology-related purchases for secondary schools that deliver multimedia and TV production curriculum
- Oversees creation and maintenance of a multimedia training courseware archive

## GENERAL MANAGER, MULTIMEDIA TRAINING

### ESSENTIAL RESPONSIBILITIES (Continued)

- Interfaces with Director, Strategic Communications; Strategic Communications; and, Manager, TV Operations to maintain an effective and efficient flow of information to internal and external stakeholders
- Works with Executive Manager, Strategic Communications to provide opportunities to district staff and students engaged in the study of multimedia journalism
- Leads the production of various multimedia and video projects ranging from daily news pieces to features and packages for distribution to multimedia platforms including WPDS-TV and the district's website, while making each effort part of the multimedia training courseware archive
- Leads effort to coordinate multimedia specifications and bidding procedures for district staff at the secondary school level within the constraints of governmental, Florida Department of Education, and standard construction practices and procedures, assisting in establishment of short- and long-term multimedia goals related to expansion and upgrades
- Oversees installation and implementation of multimedia-related equipment, applications and other technology-related purchases for secondary schools that deliver multimedia and TV production curriculum
- Oversees creation and maintenance of a multimedia training courseware archive
- Leads effort to provide professional development training for multimedia teachers and staff including the mentoring of students involved in multimedia apprenticeships or internships
- Collaborates with members of the Strategic Communication team to assemble work groups to complete multimedia projects of benefit to internal and external stakeholders
- Assists TV Operations in determining multimedia expectations and needs of PCS staff members, advising them on what is technically possible and producing proposals that include range and scope of work as well as realistic timeframes for project completion to transform their goals and objectives into coherent multimedia narratives to support internal and external communication, while making each effort a part of the multimedia training courseware archive
- Assists team members in the editing and assembling of final visual/audio program material to ensure consistency and relevancy to production and monitors technical quality of end product
- Coordinates troubleshooting and maintenance of multimedia-related equipment with district staff or outside vendors
- Assists with the coordination and promotion of 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

**GENERAL MANAGER, MULTIMEDIA TRAINING**

**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 LM; BOARD APPROVED: 6/12/12

## GENERAL MANAGER, MULTIMEDIA TRAINING

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				