

## **SANTA PAULA UNIFIED SCHOOL DISTRICT**

### **CLASS TITLE: MEDIA & WEB COMMUNICATIONS SPECIALIST-BILINGUAL**

#### **BASIC FUNCTION:**

Under the direction of an assigned administrator, supports District initiatives, programs and related outreach by disseminating information and publicity pertaining to various District related events, activities, and programs. Develops and maintains related websites and social media platforms and produces a wide variety of pictorial, graphic, and related print materials. Facilitates cooperative relationships with the media, local business organizations, civic leaders and community partners to communicate efforts and project a positive image of the District.

#### **REPRESENTATIVE DUTIES:**

##### **ESSENTIAL DUTIES:**

Researches and utilizes current web and internet resources; creates and modifies websites and pages; maintains up-to-date internet and intranet web pages.

Monitors, creates and edits text, graphics, animation, audio, and video files and places on web servers; converts files between various formats, including word processing, spreadsheet, Adobe PDF, audio and video, and HTML.

Web-enables access to information residing in databases on servers with read-only and read/write capability.

Assists with coordinating and preparing media alerts.

Assists with composing and preparing a variety of publications and materials such as calendars, newsletters, and brochures.

Assists with photography and/or video recording of District and school site programs and events.

Designs and produces camera-ready artwork.

Utilizes a variety of equipment used in video and graphic production.

Participates in meetings, committees, and task forces to design, develop, and implement web-based applications and other media to communicate the District's programs, objects, vision, and mission.

Communicates with a variety of users requesting content published in web format.

Provides training and assistance in web skills.

Assists in the development of marketing plan to increase student enrollment.

#### **OTHER DUTIES:**

Perform related duties as assigned.

#### **KNOWLEDGE AND ABILITIES:**

##### **KNOWLEDGE OF:**

Modern office practices, procedures and equipment.

Proper telephone etiquette.

Proper English usage, grammar, spelling, punctuation, vocabulary and speaking skills.

Interpersonal skills using tact, patience and courtesy.

Strong human relations skills to network, enhance community partnerships and collaborate with diverse individuals and groups.

Oral and written communication skills in English and a designated second language.

Operation of a computer and assigned software and applications.

Programming languages, desktop publishing, Adobe and other related software including image scanning and manipulation and digital multimedia.

Mobile application development.

Methods of media and web communications, practices, and procedures.

District organization, operations, policies and objectives.

**ABILITY TO:**

Communicate effectively in oral, written and electronic forms using a journalistic and technical writing style in English and a designated second language.

Maintain confidentiality of District information.

Understand and follow complex oral and written instructions and complete assignments in an independent manner.

Establish and maintain cooperative and effective working relationships with media representatives, staff, students, parents, community members, and others.

Prepare and deliver oral presentations.

Maintain records and prepare reports.

Plan, organize, and coordinate assigned tasks so as to meet established timelines.

Remain informed of social media platforms and social media marketing trends and strategies.

Systematically and skillfully organize, design, layout and edit public information and promotional materials.

Utilize a variety of equipment used in video and graphic production.

**EDUCATION AND EXPERIENCE:**

Any combination equivalent to: sufficient experience, training and/or education to demonstrate the knowledge and abilities listed above. Typically, this would be gained through: bachelor's degree in communications, journalism, public relations, business administration, or other related field and two or more years of recent experience with web publishing and writing, editing, designing and layout of publications and social media.

**LICENSES AND OTHER REQUIREMENTS:**

Ability to read, speak and write in a designated second language.

Valid California driver's license.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Office environment.

Constant interruptions.

**PHYSICAL DEMANDS:**

Sitting and standing for extended periods of time.

Dexterity of hands and fingers to operate a computer keyboard; video equipment; and other related equipment.

Ability to see and read a computer screen and printed matter with or without vision aids.

Ability to hear in person and over the telephone.

Ability to work at a computer for extended periods of time.