

**CORONA-NORCO UNIFIED SCHOOL DISTRICT**

**CLASS TITLE: MULT-MEDIA COMMUNICATIONS SPECIALIST I**

**BASIC FUNCTION**

Under the immediate supervision of an administrator, performs a wide variety of skilled tasks involved in the implementation of our communications program; and support communications within the District. The Multi-Media Specialists I will carry out daily writing, editorial, social media assignments, and multi-media production in alignment with the District's overall strategic communications plan.

**DISTINGUISHING CHARACTERISTICS**

Multi-Media Specialist I is the first-level classification in the Multi-Media Specialist Series. Initially under close supervision, incumbents learn and perform more routine multi-media coverage including photography, videography, web and graphic design. As experience is gained, assignments become more varied, complex, and difficult; close supervision and frequent review of work lessen as an incumbent demonstrates skill to perform the work independently. Within the scope of this position, at this level, staff may perform some of the duties required of the positions in the Multi-Media Specialist II level but are not expected to function at the same skill level and exercise less independent discretion and judgment in matters related to work procedures and methods. Work is usually supervised while in progress. Exceptions or changes in procedures are explained in detail as they arise.

**ESSENTIAL DUTIES**

- Research, write, fact-check, edit, and post/place articles/releases reflecting program of work at district as well as event promotion.
- Assist in developing and implementing social media strategies and coordinate daily social media posts on appropriate platforms such as Facebook, X (Twitter), Instagram, and TikTok.
- Maintain and update the news section of the district website, including content, graphic layout, and links.
- Assist in planning presentations and student showcases at Board of Education meetings; attend Board meetings; photograph and write articles on the presentations, showcases, and Board action for posting on social media.
- Assist in coordinating news and events from schools and write articles for posting on social media; attend significant school celebrations and programs and photograph, video, and write articles for posting on social media; maintain district-wide calendar of events for posting and distribution to stakeholders.
- Develop and produce video projects related to districtwide events.
- Assist in production of project-based presentations, including PowerPoint, signage, electronic communications, brochures/flyers and other promotional or campaign materials.

## **OTHER DUTIES**

Perform other related duties as assigned.

## **KNOWLEDGE/ABILITIES**

Knowledge of a wide range of programs and applications such as publishing and design software, social media, and other electronic tools.

Methods of communication and media selection appropriate to a community with a diverse socio-economic population.

Applicable federal, state, and district regulations, policies, and procedures governing work scope.

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

Computer.

Videography.

Assist in developing and implementing communications policies, practices and campaigns.

Communicate effectively, both verbally and in writing.

Write, proofread, and edit with a demonstrated ability to tell stories and to translate technical or complex subjects for various audiences.

Use digital camera and video equipment with demonstrated ability to capture activities for reporting purposes.

Plan and execute communications across a range of communication channels including web-based platforms and social media.

Work collaboratively with people in a culturally diverse setting and with a variety of internal and external stakeholders.

Establish and maintain effective working relationships with administrators, supervisors, school personnel and the general public.

Effectively multi-task in a fast-paced, deadline intensive environment.

Quickly solve problems, take risks, and identify contingency plans when necessary.

Coordinate, develop, and implement digital communications policies and practices.

Complete projects on time with constant interruptions.

Manage projects involving cross-functional teams comprised of individuals who do not report to you.

Prepare and maintain accurate and complete records and reports which may include those of a confidential nature.

District office environment and Board meetings.

Subject to driving to a variety of locations to conduct work during day, evening, and weekend hours. Indoor/outdoor environment.

Demanding timelines. Subject to frequent interruptions and extensive contacts with students, parents, and the public. Emergency call-out.

## **EDUCATION AND EXPERIENCE**

High school diploma or equivalent and an associate degree in communications, journalism, English, public relations, or related field and Two (2) years of experience working in communications, journalism, English, public relations, or related field.

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**LICENSE AND OTHER REQUIREMENTS**

Valid California Class C Driver License. TB Test Clearance; Criminal Justice Fingerprint Clearance; Pre-Employment Safety Training.

**PHYSICAL DEMANDS**

Bend at the waist and reach to retrieve and maintain files and records.

Dexterity of hands and fingers to operate standard office equipment, computer keyboard, and other office equipment.

Hear and speak to exchange information in person and on the telephone.

Visual ability to read and to prepare/process documents.

Sit for extended periods of time. Stand for extended periods of time.

Walk over rough or uneven surfaces.

Lift, carry, push, and pull objects weighing up to 50 pounds and over 51 pounds with assistance.