



**Job Description**

Job Title: **Communications Administrator, Learning Services**  
 Job Family: **Non Certified**  
 Pay Program: **Administrative**  
 Prepared/Revised Date: **October 2015**

Job Code: **070611**  
 FLSA Status: **Exempt - E**  
 Pay Range: **L 07**  
 Work Year: **12 months**

**SUMMARY:** This position provides direction for all communication and digital media production efforts to most effectively support district goals of enhancing student achievement. As part of the district’s overall communication efforts, will provide strategic advice and counsel to the Learning Services executive team and other district managers, and creates digital communications assets (letters, surveys, summaries, spreadsheets, videos, graphics, slideshows, brochures, guides, etc.) to support Learning Services goals. Provide oversight and administrative direction over production, business, financial, facility and programming activities of the district’s cable television station, FSSTV, as well as video production services.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

<b>Job Tasks Descriptions</b>	<b>Frequency</b>	<b>% of Time</b>
1. Provide strategic advice and counsel to Learning Services executive team regarding internal and external digital, print, and face to face communications and resources to enhance student achievement.	Daily	20%
2. Develop, write, and deliver communications products, including but not limited, to letters, executive summaries, spreadsheets, surveys, graphics, videos, brochures and reference guides in support of district-level work to enhance student achievement. Develop similar products, in conjunction with Communications Services team, to support other divisions in the district.	Daily	20%
3. Manage digital content of multiple online resources such as the district website, Educator Resource Center, professional development platforms, video storage provider, etc. Using content management systems, oversee consistency and delivery of digital resources and communications about the resources.	Daily	15%
4. Oversee daily operations of district cable television channel and video production. Supervise all functions related to FSSTV and video production unit. Develop and record education-related stories using a variety of formats. Edit video and audio with high-end non-linear editing systems on both Mac and PC platforms. Using advanced video, audio, writing, editing and lighting techniques, produce compelling and informative stories and training videos. Compose computer generated graphics using appropriate software.	Daily	10%
5. Serve on Communications Services and Learning Services leadership teams. Provide support, strategic advice and counsel regarding various district communications efforts. Provide media prep support for district media relations and crisis communications for print, radio, Webcasts and TV news. Write and edit articles for district publications. Serve as back-up for communications director and communications specialist.	Daily	10%
6. Acquire programs in a variety of formats for internal and external customers and for use in station programming. Establish and maintain standards using video production industry best practices for programming, facility use and time management. Work with Bollman Technical Education Center staff to manage student use of video production studio. Practice routine/basic maintenance of equipment such as video cameras, production equipment, microphones, etc. Record programs off satellite.	Weekly	10%
7. Oversee and coordinate all acquisitions, use and maintenance of the district’s video production facilities and equipment.	Weekly	10%
8. Provide advice and counsel to communications director, chief academic officer and other district staff regarding most efficient uses of video production resources.	Monthly	3%
9. Performs other duties as assigned.	Ongoing	2%

**EDUCATION AND RELATED WORK EXPERIENCE:**

- Bachelor’s degree in journalism, radio/TV or communications or related field.
- Three (3) years minimum related work experience in broadcast, industrial or educational television.
- Effective management experience in digital media production.
- Experience working with commercial broadcast news agencies preferred.
- Experience managing and producing digital media assets for education environment preferred.

**LICENSES, REGISTRATIONS or CERTIFICATIONS:**

- Criminal background check required for hire.
- Ability to frequently travel between district and outside facilities.

**TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:**

- Ability with dynamic online digital media management and production experience utilizing a variety of Content Management System platforms including: Drupal, Google Drive, MS Office and SharePoint.
- Extensive knowledge and experience using multiple digital media production software products like Adobe Creative Suite (Premiere Pro, After Effects, Encore, Photoshop), Final Cut Pro, Motion, and Compressor, etc.
- Demonstrated consistently strong executive-level writing experience for a wide variety of internal and external audiences.
- Ability to work with various levels and types of district project teams and be able to synthesize and unify different elements of the education landscape into cohesive, easy-to-understand concepts.
- Knowledge and experience with the story-telling process and skill to weave natural sound, video and script together to tell a compelling story.
- Is familiar with and has working knowledge of National Press Photographers Association (NPPA) style and techniques. (Sequencing video, use of good natural sound, good composition, etc.)
- Basic understanding of the operations of an automated television station including network/master control systems.
- Ability to maintain confidences and apply appropriate rules, laws and policies governing educational and broadcast environments.
- Ability to enterprise educational story ideas.
- Has one-man-band experience (reporter/photographer/video editor).
- Commitment of time outside the regular workday schedule to meet necessary deadlines, complete job assignments and maintain customer satisfaction.
- Ability to respond effectively to short notice demands and to manage multiple priorities.
- Ability to communicate complex ideas, programs, systems and processes in easy-to-understand language.
- Ability to meet strict deadlines.
- Ability to communicate, interact and work effectively and cooperatively with all people, including those from diverse ethnic and educational backgrounds. Willingness to contribute to cultural diversity for educational enrichment.
- Ability to exhibit professional manner.
- Ability to demonstrate consistent work ethic and respect necessary to maintain a cooperative and cohesive work environment.
- Ability to consistently demonstrate excellent customer service skills.
- Supervisory and management skills.
- Ability to promote and follow Board of Education policies, superintendent policies and building and department procedures.
- Ability to recognize the importance of safety in the workplace, follow safety rules, practice safe work habits, utilize appropriate safety equipment and report unsafe conditions to the appropriate administrator.

**REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:**

	<b>POSITION TITLE</b>	<b>JOB CODE</b>
<b>Reports to:</b>	Chief Academic Officer	100223

	<b>POSITION TITLE</b>	<b># of EMPLOYEES</b>	<b>JOB CODE</b>
<b>Direct reports:</b>	None		

**OTHER:**

- Must have immediate transportation to be able to go to school sites and other locations necessary to shoot video necessary to create educational programming for FSSTV.
- This person is required to have a mobile communications device and be able to respond within an appropriate amount of time.

**PHYSICAL REQUIREMENTS & WORKING CONDITIONS:** *The physical demands, work environment factors and mental functions described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

PHYSICAL ACTIVITIES:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Stand		X		
Walk		X		
Sit			X	
Use hands to finger, handle or feed				X
Reach with hands and arms		X		
Climb or balance		X		
Stoop, kneel, crouch, or crawl		X		
Talk			X	
Hear				X
Taste	X			
Smell	X			

WEIGHT and FORCE DEMANDS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Up to 10 pounds			X	
Up to 25 pounds			X	
Up to 50 pounds		X		
Up to 100 pounds	X			
More than 100 pounds	X			

MENTAL FUNCTIONS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Compare			X	
Analyze			X	
Communicate				X
Copy			X	
Coordinate			X	
Instruct			X	
Compute			X	
Synthesize			X	
Evaluate			X	
Interpersonal Skills			X	
Compile			X	
Negotiate		X		

WORK ENVIRONMENT:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or humid conditions (non-weather)	X			
Work near moving mechanical parts		X		
Work in high, precarious places		X		
Fumes or airborne particles		X		
Toxic or caustic chemicals	X			
Outdoor weather conditions		X		
Extreme cold (non-weather)	X			
Extreme heat (non-weather)	X			
Risk of electrical shock		X		
Work with explosives	X			
Risk of radiation	X			
Vibration	X			

<b>VISION DEMANDS:</b>	<b>Required</b>
No special vision requirements.	
Close vision (clear vision at 20 inches or less)	X
Distance vision (clear vision at 20 feet or more)	X
Color vision (ability to identify and distinguish colors)	X
Peripheral vision	X
Depth perception	X
Ability to adjust focus	X

<b>NOISE LEVEL:</b>	<b>Exposure Level</b>
Very quiet	
Quiet	
Moderate	X
Loud	
Very Loud	