

## Openings as of 4/5/2019

### ***Support Staff - Multimedia Communications Specialist - Community Relations Department - 2019-2020*** **JobID: 1517**

**Position Type:**

Support Staff/Multimedia Communications Specialist

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[Email To A Friend](#)[Print Version](#)**Date Posted:**

1/18/2019

**Location:**

Learning Center - School/Community Relations

**Date Available:**

04/01/2019

**Closing Date:**

02/01/2019

**Multimedia Communications Specialist****Reports to: Director of School-Community Relations****Position Summary**

The multimedia communications specialist will initiate, develop and produce professional communications using a variety of media and assist with internal and external communications that support Pattonville's Comprehensive School Improvement Plan (CSIP) and the school community relations department goals and communication plan.

**Essential Duties and Responsibilities**

- Initiate, develop, produce and edit creative and engaging mission-driven videos, photos, graphics and written content for the district communication channels (social media, website, e-newsletters and print media).
- Serve as district journalist and storyteller, highlighting Pattonville's people, purpose and progress, with a focus on quality video storytelling and photography.
- Seek out photo and video opportunities and newsworthy stories in the district.
- Work with the director to analyze and develop content for the district's social media platforms, including Facebook, Twitter, Instagram, YouTube and emerging platforms.
- Develop day-to-day content for and manage and monitor the district's social media platforms and respond as appropriate to positive and negative feedback.
- Track social media metrics and data, using results to tailor content into the most effective approach for information sharing.
- Train and support school and district personnel on social media and the latest digital media trends.
- Develop and manage an annual editorial calendar, including annual events and

observances.

- Assist in maintaining social media guidelines.
- Promote and coordinate media relations (develop story ideas, pitch stories to media, supervise media on campus, respond to inquiries, and maintain up-to-date contacts).
- Provide graphic design services for the community relations department, as needed.
- Support overall department in the coordination, management and coverage of district events and activities.
- Ensure compliance with media consent preferences of parents/guardians and obtain necessary identifications of students/staff in media, as needed.
- Collaborate with the director to support and mentor student interns in the department.
- Maintain archives of media resources (photos, video, etc).
- Be knowledgeable about developments, trends and news related to nearby school districts, public education in general, public relations and effective communication.
- Communicate with all stakeholders in an effective and timely manner.

**Marginal Duties** (Non-essential duties which are not critical, but which the employee may be asked to perform):

- Perform duties as assigned by the director of school-community relations or designee.

### **Supervisory Duties**

- May be required to oversee or actively supervise student interns and keep them on task.

### **Position Qualifications:**

- Minimum of a bachelor's degree in journalism or communications-related field
- Preferred: 3 or more years of experience in video journalism (including filming, directing and editing), photography and graphic design
- Experience in social media management and content production
- Strong graphic design and layout skills that include proficiency in Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Google and Microsoft Products
- Excellent interpersonal, oral and written communication skills, including writing, editing and proofreading (using AP style)
- Ability to work as part of a team
- Excellent customer service skills in working with students, families, staff, administrators and the public
- Strong project management and organizational skills
- Ability to initiate, multitask and complete multiple projects in fast-paced setting and on deadline
- Ability to work independently and exercise independent judgment and discretion
- Innovative thinker
- Interviewing skills
- Availability to work weekends and evenings as needed, including access to reliable transportation

### **Physical Demands**

- Requires standing, walking, talking, listening, stooping, kneeling, crawling, bending, turning and reaching.
- Ability to work under stress and handle stressful situations.
- Must be able to sit and stand for prolonged periods of time.

### **Environmental Conditions**

- Interior and exterior locations, including classrooms, offices, gyms, stadiums,

camp, etc.

**Pay Classification/Benefit Information:**

- Salary Band 020 \*\$19.09 - \*\$32.31 per hour (*\*Salary information is based on the current 2018-19 salary schedule. An updated schedule for the 2019-20 school year has not been established at the time of this position being posted.*)
- 12-month/260 day position
- District Insurance package (information attached)
- Access to the employee health clinic (information attached)

**Additional Application Requirements:**

Please submit the following as web links on or as an attachment to your uploaded resume.

- *Portfolio of photos and video projects that you have conceptualized and/or created.*
- *Social media accounts you managed and/or developed content for.*
- *Create a one-minute promotional video about the Pattonville School District using publicly available media.*

Attachment(s):

- [Care ATC Brochure 2018.pdf](#)
- [Pattonville SD Insurance Flyer.pdf](#)

FMLA regulations require all employers to post the [updated FMLA notice](#).

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