

**CLARKSVILLE-MONTGOMERY COUNTY SCHOOL SYSTEM  
CLARKSVILLE, TENNESSEE  
CLASSIFIED JOB DESCRIPTION**

**Job Title: Multimedia Production Specialist**

**Department: Communications**

**Grade I  
H.P.D. 8  
D.P.Y. 260**

**Job Description**

**Date Reviewed: August 2017**

**Reports To: Director of Communications  
and Marketing**

**Purpose of Job**

The purpose of this job is to promote the Clarksville-Montgomery County School System, its goals, campuses, programs and activities through publications, video, website, social media and other electronic media.

**Essential Duties and Responsibilities**

**The following duties are normal for this job. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.**

Independently produce, script, direct, shoot, edit, and oversee all other aspects of video production from start to finish to promote the mission and vision of CMCSS to local, state, national, and international audiences under the direction of the Community Relations Director.

In collaboration with members of the Communications Department, create multimedia communications to effectively engage, inspire, and/or inform stakeholders.

Constantly seek out stories to promote the district and foster positive relationships with stakeholders who can serve as sources.

Maintain knowledge of production best practices in videography, photography, podcasting, live streaming, social media communications, digital presentations (i.e. PowerPoint), and other media as assigned.

Explore new technology and software and how it might assist the district in communicating to various audiences.

Coordinate, schedule and communicate with talent for video, photography, or other multimedia productions.

Oversee all audio-visual components of district programs and provide other support as assigned by the Community Relations Director (e.g. Back-to-School Roadshows, Pass & Go, Vision to Reality, groundbreakings, dedications, etc.).

Develop and maintain a method consistent with the CMCSS brand identity to store and share video and other multimedia communications with stakeholders.

Consistently archive multimedia files in accord with best practices for file storage to ensure content is available for future use.

Collaborate with other members of the Communications Department to develop and maintain the district's brand identity.

Develop, research, write, voice and serve as on-air talent for videos.

Work closely with CMCSS teachers in the areas of media arts, broadcasting, visual arts, technology and other relevant programs to develop students who can assist with CMCSS productions.

Serve as the lead photographer for employee headshots.

Capture, edit, and distribute photographs using the latest software and equipment to ensure stakeholders and the brand are represented with the highest quality.

Prepare videotaped copies of shows and stories requested by district employees and community members.

Set up and break down studio and video equipment.

Prepare, set-up and direct remote and studio productions and special programs including post-production work.

Maintain, clean and repair audio and video equipment as needed.

Advise the Community Relations Director on the purchasing of new software and equipment to continuously improve the District's multimedia communications.

Assist members of the Communications Department in maintaining and updating the CMCSS website to provide an accurate source of information to visitors.

Lead podcast production, training and support.

Track and store CMCSS related video from external media platforms.

Assist the Chief Communications Officer, Community Relations Director, and Digital Design and Content Specialist with the management of all CMCSS social media accounts.

Oversee all video aspects of the District website social media accounts (e.g. YouTube, Facebook, Twitter).

Stay current with social media trends and tools.

Prepare written materials to promote video segments on social media, district newsletters, printed materials, other district communications and news releases.

Collaborate with additional client technical contacts.

Collaborate with the Communications Team on the production of other promotional materials for the district.

Assist the Communications Team with trainings, demonstrations or any other tasks assigned by the Community Relations Director.

**Additional Job Functions**

Performs other duties as required.

**Minimum Training and Experience Required to Perform Essential Job Functions**

Associate Degree or higher required, Bachelor's degree preferred, with at least five years of experience working in communications, journalism, public relations, education or a related field with a specialization in one or more of the following fields preferred: video production, television, film, journalism, and/or communications.

**Special Knowledge/Skills:**

1. Strong organizational, communication, and interpersonal skills.
2. Proficient in technology (Final Cut Pro, Premier Pro, Adobe Creative Suite, iMovie, web development, word processing, desktop publishing, database); preferably Microsoft software such as Word, PowerPoint, etc.
3. Strong knowledge of video production and digital photography.
4. Comprehensive knowledge of public relations and journalism-style writing and editing with a focus on writing in a clear and concise manner appropriate to the video medium.
5. Skilled in voicing scripts and reporting, in being on-screen talent and anchor, and in all facets of conducting video interviews.
6. Ability to research, manage simultaneous projects.

**KNOWLEDGE OF JOB**

Has general knowledge of the policies, procedures, and activities of the School System and transportation practices as they pertain to the performance of duties relating to the job of Multimedia Production Specialist. Has strong knowledge of communications, digital photography and video production practices as necessary in the completion of daily responsibilities. Knows how to develop and administer operations and staff plans and objectives for the expedience and effectiveness of specific duties of the department. Knows how to keep abreast of any changes in policy, methods, equipment needs, etc. as they pertain to departmental operations and activities. Is able to effectively communicate and interact with supervisors, members of the general public and all other groups involved in the activities of the department. Is able to assemble information and make written reports and documents in a concise, clear, and effective manner. Have good organizational, human relations and technical skills. Is able to use independent judgment and work with little direct supervision when necessary. Has the ability to comprehend, interpret, and apply regulations, procedures and related information. Has comprehensive knowledge of the terminology, principles, and methods utilized within the department. Has the mathematical ability to handle required calculations.

**(ADA) MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED  
TO PERFORM ESSENTIAL JOB FUNCTIONS**

**PHYSICAL REQUIREMENTS:** Must be physically able to operate a variety of automated office machines and equipment which includes a computer, printer, copy machine, calculator, telephone, etc. Must be able to use body members to work, move or carry objects or materials. Must be able to exert up to twenty pounds of force occasionally, and/or up to ten pounds of force frequently. Physical demand requirements are at levels of those for active work.

**DATA CONCEPTION:** Requires the ability to compare and or judge the readily observable functional, technical, structural, or compositional characteristics (whether similar to or divergent from obvious standards) of data, people, or things.

**INTERPERSONAL COMMUNICATION:** Requires the ability of speaking and/or signaling people to convey or exchange information. This includes giving assignments and/or directions to co-workers or assistants.

**LANGUAGE ABILITY:** Requires the ability to read a variety of informational documentation, directions, instructions, and methods and procedures related to the job of Multimedia Production Specialist. Requires the ability to write reports with proper format, punctuation, spelling and grammar, using all parts of speech. Requires the ability to speak with and before others with poise, voice control, and confidence using correct English and a well-modulated voice.

**INTELLIGENCE:** Requires the ability to learn and understand complex principles and techniques; to make independent judgments in absence of supervision; to acquire knowledge of topics related to the job of Multimedia Production Specialist.

**VERBAL APTITUDE:** Requires the ability to record and deliver information to supervisors and officials; to explain procedures and policies; and to follow verbal and written instructions, guidelines and objectives.

**NUMERICAL APTITUDE:** Requires the ability to utilize mathematical formulas; add and subtract totals; multiply and divide; determine percentages; determine time and weight.

**FORM/SPATIAL APTITUDE:** Requires the ability to inspect items for proper length, width, and shape, visually.

**MOTOR COORDINATION:** Requires the ability to coordinate hands and eyes in using automated office equipment and

**MANUAL DEXTERITY:** Requires the ability to handle a variety of items, office equipment, control knobs, switches, etc.

**COLOR DISCRIMINATION:** Requires the ability to differentiate colors and shades of color.

**INTERPERSONAL TEMPERAMENT:** Requires the ability to deal with people (i.e. staff, supervisors, general public, and officials) beyond giving and receiving instructions such as in interpreting departmental policies and procedures. Must be adaptable to performing under considerable stress when confronted with an emergency related to the job of Multimedia Production Specialist.

**PHYSICAL COMMUNICATION:** Requires the ability to talk and/or hear: (talking - expressing or exchanging ideas by means of spoken words). (Hearing - perceiving nature of sounds by ear).

**ATTENDANCE:** A regular and dependable level of attendance is an essential function for this position.

The Clarksville-Montgomery County School System is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the school system may provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer. Signatures below indicate the receipt and review of this job description by the employee assigned to the job and the immediate supervisor.

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**Employee's Signature**

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**Supervisor's Signature**

\_\_\_\_\_  
**Employee's Munis Number**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Date**