

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

**Job Title:** Multimedia Production Specialist**Department:** Communications

<b>Grade</b>	K
<b>H.P.D.</b>	8
<b>D.P.Y.</b>	260

**Job Description****Date Reviewed:** July 2023**Reports To:** Director of Communications  
and Marketing**Purpose of Job**

The purpose of this job is to serve as a creative video and motion production leader promoting the Clarksville-Montgomery County School System, its goals, campuses, programs and activities through publications, video, website, social media and other electronic media. Responsible for prioritizing projects and producing engaging and informative video content. Determining best strategies for integrating video and motion into marketing and promotional campaigns to further the mission and vision of CMCSS while adhering to brand standards.

**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.**

Lead the video & motion graphic design work throughout the project lifecycle: pre-production, production, post-production to include script, voiceover, location selection, set-up, direct, shoot, edit, and all other aspects of video production to promote the mission and vision of CMCSS to local, state, national, and international audiences under the direction of the Director of Communications and Marketing.

Ability to work independently throughout the production life-cycle while consistently communicating production schedules, creative check-ins, project scope with the Creative team.

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

Serve as the Lead Producer for high-visibility video initiatives while fostering positive relationships with stakeholders across the community to promote the district.

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

Strong research skills and knowledge of new technology, equipment, and software serve as an advisor to the Director of Communications and Marketing on products that will support the creative, print, and production team in communicating to various district stakeholders.

Assists with the acquisition and maintenance of video production equipment including cameras, grip/electrical equipment, audio equipment, digital media, etc.

Collaborate and effectively communicate with internal and external stakeholders and manage multiple projects at one time to understand video content needs across the district and prioritize the most impactful projects.

Manage the video production workflow system, communicating with clients, maintaining deadlines, and troubleshooting video production as needed.

Coordinate multiple shoots at one time, ensuring production schedules meet continuous deadlines. Responsible for scheduling and communicating with location, talent, creative team, and client for video and multimedia productions.

Oversee all audio-visual components of district programs and provide other support as assigned by the Director of Communications and Marketing with regards to district-wide initiatives, community events and programs, and district promotion and recognition ceremonies. Community Relations Director (e.g. Back-to-School Roadshows, Pass & Go, Vision to Reality, groundbreaking, dedications, etc.).

Implement workflow procedures that optimizes productivity and efficient use of resources & time.

Develop and maintain a method consistent with the CMCSS brand identity to share video and other multimedia communications with stakeholders. Keep up to date with digital technologies and collaborate with the Director of Communications and Marketing to promote video and motion graphics across the district's digital platforms and maximize exposure.

Consistently organize and archive footage from shoots and multimedia files in accord with best practices for file storage and shows competency to keep track of project files, track source files, and 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 engaging, informative, and relevant scripts and storylines for all video production projects. Write, proof, and perform as on-air talent when necessary using a professional, strong, and authoritative voice over that will engage the audience.

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.

Manage company A/V equipment, including, but not limited to, video cameras, audio capture tools, drones (operator license preferred), gimbals, lighting, teleprompter systems.

Makes creative and technical decisions relating to lighting, camera movement, and other elements that enhance production value.

Manages both raw footage, produced content, and digital assets to ensure proper workflows for

production including the ability to share footage with district employees and media partners as needed.

Manage the overall design, set up and break down of the CMCSS studio and video equipment to present a professional and polished appearance of all technical equipment production space.

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

Assist members of the Communications Department in maintaining and updating the CMCSS website with attention to the user experience, providing an accurate and engaging source of information to visitors.

Lead podcast and audio production training and support across departments to include copywriting, project planning, and assembling audio elements.

Maintain professional competency, knowledge and skills necessary to effectively perform job duties by taking personal responsibility for professional development and training.

Track and store CMCSS related video from external media platforms.

Assist the Chief Communications Officer, Director of Communications and Marketing, 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, and Instagram).

Stay current with social media trends and tools to maximize video engagement across all platforms.

Provide customer service and technical support to internal and external stakeholders and third-party companies with regard to video, motion graphics, and audio files in the CMCSS A/V library.

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

Assist the Communications Team with training, demonstrations, or any other tasks assigned by the Director of Communications and Marketing.

### **Additional Job Functions**

Performs other duties as required.

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

Minimum of Bachelor's degree in audio production, video production, or multimedia design, with at least five years of experience working in communications, journalism, broadcast, 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. Experience with animation is preferred.

### **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.

### **MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS**

#### **REQUIRED SKILLS, ABILITIES AND PHYSICAL REQUIREMENTS:**

- Must be able to do occasional lifting, carrying, pushing and/or pulling of up to 20 pounds, standing, sitting, walking, bending, stooping or kneeling;
- Must be able to traverse school facility;
- Must have significant fine finger dexterity;
- Must be able to operate standard office equipment including pertinent and required software applications;
- Must possess excellent language skills (verbal and written) requiring the ability to read informational documentation, directions, instructions, policies and procedures related to this job, requiring the ability to give assignments and/or directions to co-workers, assistants, supervisors, students and parents/guardians, requiring the ability to deliver verbal and written communications in English language;
- Must possess excellent interpersonal skills with ability to interact with people (staff, supervisors, parents/guardians, students) and maintain professionalism and tact in all situations, including emergent ones, must be able to maintain constructive relationships;
- Must possess excellent organizational skills and attention to detail;
- Must be able to perform multiple, highly complex, technical tasks with periodic need to enhance skills in order to meet changing job conditions.
- Must be able to apply assessment instruments and analyze data and possess problem-solving

skills.

- Must be able to make independent judgments in absence of supervision.

**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.

**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.

\_\_\_\_\_  
**Employee's Signature**

\_\_\_\_\_  
**Supervisor's Signature**

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

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

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