

## BROADCASTING AND MEDIA SPECIALIST

<b>Job Title:</b>	Broadcasting and Media Specialist
<b>Initial:</b>	June 27, 2012
<b>Revised:</b>	
<b>Work Year:</b>	260 days
<b>Office:</b>	Education
<b>Department:</b>	Communications
<b>Reports To:</b>	Director of Communications
<b>FLSA Status:</b>	Exempt
<b>Pay Range:</b>	Professional-Technical Range 2

Related Organization Chart



**POSITION SUMMARY:** The Broadcasting and Media Specialist works with the Communications Department to build relationships, engage the community and share District 49’s stories through audio/visual communication, consistent messaging and stakeholder engagement. This position has responsibilities across a broad range of activities, including marketing, promotion, event support, creative messaging and digital media development. The Broadcasting and Media Specialist utilizes a professional broadcasting skill set to develop engaging campaigns that will educate our community members and help the district share critical messages.

### ESSENTIAL DUTIES & RESPONSIBILITIES

The following statements of essential functions and responsibilities are intended to describe the general nature and level of work being performed by individuals assigned to this position. These statements are not intended to be an exhaustive list of all duties and responsibilities required of all personnel within this position. Actual duties and responsibilities may vary depending on building assignment and other factors.

- Gather and analyze information to produce various broadcast and electronic communication vehicles such as videos, web content, social media content, marketing materials, reports, and others as required.
- Conduct on-camera interviews with teachers, students, parents and associated staff.
- Edit and produce promotional videos, educational campaigns and television advertising to support the Falcon School District 49 mission.
- Assist in producing marketing materials for print and online use; provide visual/photography support
- Support school, departmental and program staff in developing and implementing broadcast media-related communications strategies for programs and events.
- Work with district and school leadership to produce engaging multi-media messages for posting online and the district’s cable access channel.
- Utilize multi-media tools to creatively tell the district’s stories and support students and staff district-

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wide.

- Perform other related duties as assigned.

**Supervision & Technical Responsibilities:**

- This position will not have supervisory responsibilities, however, the candidate may be called on as a resource for various communication issues, including training, demonstrating and answering questions.

**Budget Responsibility:**

- This position has no direct budget responsibility.

**QUALIFICATIONS**

The requirements listed below are representative of the education, experience, knowledge, skills, and/or abilities required for this position:

**Education & Training:**

- Bachelor's Degree in Journalism, Communications, Advertising, or a related field

**Experience:**

- Two to four years of relevant experience in broadcasting, production, marketing or closely related field.
- Experience in brand marketing or marketing preferred

**Knowledge Skills & Abilities:**

- Excellent television and multimedia production skills, including editing, producing and live broadcast
- Creative thinking skills with ability to multi-task at a high level.
- Computer operating skills using application software including Media Pro or similar editing suite, digital video and still cameras and live satellite truck
- Able to develop and produce effective communication tools to support the implementation District 49's educational initiatives
- Ability to work independently to organize, prioritize, manage, and successfully execute multiple assignments simultaneously.
- Ability to work with a team in a fast-paced environment.
- Excellent writing and editing skills; attention to details is essential
- Comprehensive knowledge of broadcast news/media with excellent analytic thinking and creative problem solving skills
- Ability to meet deadlines
- An understanding of and interest in the field of education is desired

**Certificates, Licenses, & Registrations:**

- Criminal background check required for hire
- Valid Colorado driver's license required for hire

**OTHER WORK FACTORS**

The physical demands, work environment factors and mental functions described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job.

**Physical Demands:** While performing the duties of this job, the employee is regularly required to sit. The employee frequently is required to use hands to finger, handle or feel; reach with hands and arms; talk or hear. The employee is occasionally required to stand; walk, climb or balance; and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision,

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distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

**Work Environment:** While performing the duties of this job, the employee will work primarily in a usual office or school environment. The noise level in the work environment is usually very quiet.

**Mental Functions:** While performing the duties of this job, the employee is frequently required to compare, analyze, communicate, coordinate, instruct, compute, synthesize, evaluate, use interpersonal skills and compile. Occasionally required to copy and negotiate.