



HEMET UNIFIED SCHOOL DISTRICT
1791 West Acacia Avenue – Hemet, CA 92545-3637 - (951) 765-5100

EVENT & DIGITAL MEDIA SPECIALIST

JOB SUMMARY

Under the direct supervision of the Chief Communications Officer, the Event and Digital Media Specialist focuses on creating an atmosphere of celebration, appreciation, and recognition for the employees of the Hemet Unified School District. This position will work to plan and bring to fruition multiple employee relations projects throughout the course of the year, e.g. Employee of the Year Nominations and Annual Event, Welcome Back Event, Retirement Recognitions, Good Apples, General Employee Recognition Programs, etc. Furthermore, this position is responsible for the creation and delivery of compelling cutting-edge video content that focuses on the many initiatives and programs of the District. The Event and Digital Media Specialist shall be responsible for digitally recording informational tutorials, event coverage, celebrations, and all other District-related subjects for professional dissemination across digital platforms. Individuals in this position shall be self-motivated. They will oversee all facets of video production inclusive of concept and story development, gathering of content (visual and audio), editing, post-production, and archiving. The Event and Digital Media Specialist will strategically create media and video communications to ensure consistency of messaging aligned to District ideals, issues, and direction. The Event and Digital Media Specialist will work within the framework of the Educational Code, District philosophy, and District policy as adopted by the Board of Education and will perform related work as required.

ESSENTIAL FUNCTIONS:

- Set up and coordinate District events related to employee recognition, appreciation, and celebrations and other events as assigned;
- Strategically develops morale building, team-building activities, employee incentive programs, and contests;
- Conduct any necessary collection and interpretation of data to support the communication plan;
- Carry out instruction regarding District procedures and District public relations matters, which include District media relations, community relations, intra-district communications, promotional functions, special events, marketing, social networking, websites and selected publications;
- Carry out expectations related to guidelines for acceptable use and messaging for District social media and other District digital platforms;
- Strategically customizes content for social media to align with HUSD marketing efforts and initiatives;
- Assist with the collection of stories across the district for dissemination on various print and digital outlets;
- Research and provide insight into new social media platforms and implements as needed/required;
- Create content targeting specific stakeholder segment groups;
- Seek and research additional digital content opportunities;
- Assist the District in its obligation to provide internal and external audiences with accurate and timely information, which includes press releases (written and oral), publications, and other related communications or requests;
- Produce a variety of communications for the purpose of promoting, marketing, branding, and keeping the media, staff, and the public informed of District activities and events;
- Coordinate with various departments to create custom campaigns that support the overall goals and objectives of the District Communications Plan;
- Operate a variety of video, audio, and computer equipment for the purpose of producing programs for broadcast, website, social media outlets, and email distribution;
- Build local networks and maintains collegial relationships with employees, students, families, community members/local stakeholders, public office holders, neighboring school districts and the Riverside County Office of Education;
- Attend training workshops and professional development as approved;
- Generate and assist other staff with writing press releases and provides news contact information;
- Support other members of the department, e.g. Graphic Design Technician, etc.
- Perform other related duties as assigned;

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EMPLOYMENT STANDARDS

KNOWLEDGE OF

- Event planning and collaboration with multiple stakeholder groups;
- Organization and recordkeeping;
- Employee motivational techniques and recognition programs;
- Principles and practices of public relations, marketing, branding, formal and informal communications;
- Copyright law for the purpose of creating legal media;
- Video production and graphic design;
- Video editing techniques;
- Visual and sound effect creation;
- Storyboarding and story development;
- Script writing and editing;
- Proficient in Adobe Creative Cloud, Adobe After Effects, DaVinci Resolve, Final Cut pro, or other video editing programs and software;
- Lighting for video or photo and audio production;
- Trends in audio-visual production;
- Basic and advanced web-based technologies;
- Basic and advanced social media and communication technologies and platforms;
- Microsoft Suite (Excel, Word, Publisher, PowerPoint, Outlook), Google Suite (Gmail, Google Docs, Drive, Slides, Sheets) and other software and applications used for publishing electronic and print media;
- Public speaking and instructional techniques;
- Clear and effective oral and written communication skills for all types of audiences;
- District policies, rules and regulations;
- Applicable sections of the State Education Code and other applicable laws related to confidentiality, freedom of expression, public records requests, advertising and promotion and distribution of materials;

ABILITY TO

- Effectively plan, organize, direct, coordinate and assign activities to meet District goals and objectives;
- Work collaboratively with administrators, committees and employees to accomplish common goals and objectives related to employee celebrations;
- Remain current in new and advanced visual media related practices;
- Configure, operate and maintain audio, lighting, and associated production equipment.
- Expertly capture and create documentary, narrative, and live event videos;
- Capture and upload (and caption), HD video to various internet video platforms;
- Handle multiple tasks, projects, and events at one time;
- Complete multiple priorities with short deadlines;
- Participate and contribute in meetings, conferences, professional development and other training;
- Assist in budget development for a District-wide media program and monitor expenditures to operate within budget constraints;
- Coordinate all video and audio recording studio initiatives;
- Set priorities based on District communications needs;
- Work cooperatively, efficiently and effectively with other departments, school sites and organizations to ensure compliance with District communications;
- Work effectively and efficiently without close supervision;
- Understand and carry out verbal and written directions;
- Read, write and speak English with sufficient comprehension to perform duties accurately and competently;
- Work effectively and cooperatively with individuals from diverse backgrounds;
- Work non-traditional and/or extended hours, including evening and weekend meetings from various locations both within and outside the District;
- Communicate positively and effectively, orally and in writing, with the media, District staff, students and various community partners;
- Access and use District-adopted web-based systems.

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EDUCATION

- High School Diploma or equivalent required;
- Bachelor's Degree from an accredited college or university in Mass Communications, Journalism, Public Relations, Marketing, English, Broadcasting, Web Design, Media Arts, or a closely related field preferred.

EXPERIENCE

- Three (3) years of experience in marketing, public relations, journalism, broadcasting or closely related field that performs a majority of the duties and responsibilities outlined above is preferred;
- Demonstrated project management skills and abilities is required;
- Bilingual (Spanish/English) preferred;
- Experience in an educational setting is preferred.

REQUIRED LICENSES AND/OR CERTIFICATES

Possess a valid California Driver's License and maintain possession of such license during the course of employment. Must be insurable at standard rates and maintain such insurability during the course of employment.

PHYSICAL DEMAND AND WORKING CONDITIONS

Environment

- Office environment at the District Office and other locations determined by your supervisor;
- Demanding timelines;
- Subject to frequent interruptions and daily contact with staff and public;
- School sites and other District facilities;
- Public spaces;

Physical Demands

- Occasional bending at the waist and stooping;
- Occasional carrying, pushing, pulling or lifting up to 50 lbs.;
- Dexterity of hands and fingers to operate standard office equipment;
- Hearing and speaking to exchange information in person and on the telephone;
- Occasional reaching overhead, above the shoulders, and horizontally;
- Visual acuity to read, prepare/process documents and small figures;
- Sitting and/or standing for extended periods of time;
- Mobility;

Working Conditions

- Extended viewing of computer monitor and audio/visual equipment;
- Working with and around office equipment having moving parts;

In compliance with the Americans with Disabilities Act (ADA), the Hemet Unified School District (HUSO) will provide reasonable accommodations to qualified individuals with disabilities for the purpose of enabling the performance of the essential duties and responsibilities of the position. HUSD encourages both prospective and current employees to discuss potential accommodations with the Human Resources and/or Safety/Risk Management Department.

EMPLOYMENT STATUS

Classified Bargaining Unit Position
12 Month - Range 41

June 2022