

FRESNO UNIFIED SCHOOL DISTRICT  
Position Description

**TITLE:** Media Production Specialist **REPORTS TO:** Chief Information Officer  
**DEPARTMENT:** Communications **CLASSIFICATION:** Classified  
**FLSA:** Non-Exempt **WORK YEAR:** Varies  
**BOARD APPROVAL:** April 26, 2023 **SALARY:** G-44/CSEA 125 Salary Schedule

**BASIC FUNCTION:**

Under general direction of an assigned supervisor, assist in the design, development and production of District instructional and promotional television and other media to meet the needs of the District; work with department personnel to produce video presentations and promote District programs; train District staff in the use of technical media equipment to provide high quality education to students.

**REPRESENTATIVE DUTIES: (Incumbents may perform any combination of the essential functions shown below. This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but is intended to accurately reflect the principal job elements.)**

Coordinate technical operations for airing and web-streaming for Board of Education meetings and District special events; coordinate and schedule televised special events and assigned work to meet the needs of the District; contact the County Office of Education and broadcasting companies as appropriate regarding instructional TV schedules; provide video materials for distribution. *E*

Design and develop graphic displays for video productions using professional level character generation equipment; assist in the production of instructional programs and produce educational television programs for web-streaming and cable broadcasting for classroom use to meet the needs of staff and students. *E*

Advise users on the type of media to maximize results; review concepts, develop alternative plans. *E*

Develop media in various stages of set up including recording material, photography, set and light design and graphic design; efficiently organize, prepare and edit visual aids. *E*

Design or assist in designing, editing and writing scripts for audio and video presentations in support of student learning; effectively edit media such as presentation programs, illustrations, and videos including tracking, graphics and sound mixing; provide for proper program distribution in a reasonable, timely manner to provide professional services to district staff and outside agencies. *E*

Organize, catalog and maintain library of in-house produced stock footage and master media

productions; duplicate media productions as required; prepare and maintain records and related reports. *E*

Coordinate and implement the District's online video streaming for professional development and communications-related activities; provide in-service training to District staff regarding the use of equipment and production of media presentations to provide high quality education to students. *E*

Efficiently operate a variety of video equipment and related components; operate desktop video computer system and specialized software; utilize various hand tools as needed. *E*

Maintain equipment and coordinate equipment repairs in a reasonable, timely manner to meet the needs of the District and community; manage equipment repair budgets as needed. *E*

Assist in writing publications and documents regarding video production and services to assist in ensuring the financial stability of the District. *E*

Perform related duties as assigned.

**EDUCATION AND EXPERIENCE:**

Any combination equivalent to: graduation from high school and specialized training in telecommunications or related field; two years' experience producing multi-media instructional materials including development, production and editing; BA in Mass Communication Broadcast Journalism or Video Production preferred.

**LICENSES AND OTHER REQUIREMENTS:**

Valid California driver's license.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

Broadcast video systems.

Basic record-keeping and cataloging.

Oral and written communication skills.

Interpersonal skills using tact, patience and courtesy.

Technical aspects of field of specialty.

Principles of learning as applied to media production.

Basic knowledge of copyright laws.

Proper lifting techniques.

Methods and procedures of operating computers and various software programs.

Correct English usage, grammar, spelling, punctuation and vocabulary.

Proper care and routine maintenance of media center equipment and materials.

**ABILITY TO:**

Operate broadcast video equipment, photographic and audio, video recording equipment.

Plan, organize, write and edit script material and produce instructional media.

Communicate, understand and follow both oral and written directions effectively.

Establish and maintain cooperative and effective working relationships with a diverse range of people.

Maintain current knowledge of technological advances in the field.

Meet schedules and timelines.

Work independently with little direction.

Work with instructors regarding application of media techniques to their specific teaching assignment.

Operate a computer terminal to enter data and prepare reports.

Observe safe, legal and defensive driving practices

Communicate using patience and courtesy in a manner that reflects positively on the organization.

Actively participate in meeting District goals and outcomes.

Apply integrity and trust in all situations.

Learn District organization, operations, policies, objectives and goals.

**WORKING CONDITIONS:**

**ENVIRONMENT:** Indoor and outdoor work environment; adverse weather conditions; flexible work hours required including early mornings, evenings and weekends.

**PHYSICAL ABILITIES:**

With reasonable accommodations, if necessary, sitting for extended periods of time for editing and logging; dexterity to operate camera, editing equipment and computer terminal; walking and standing for extended periods of time; lifting and carrying heavy objects; pushing or pulling hand trucks, dollies and other video production equipment; kneeling, crouching and reaching overhead and above shoulders to set up cameras, lights, cables and other equipment; bending at the waist to lift video production and AV equipment; hearing and speaking to exchange information and make presentations.

Fresno Unified School District is an Equal Opportunity Employer and reasonable accommodations are made under the Americans with Disability Act as required by law.

***E = Essential Functions***