

FRESNO COUNTY SUPERINTENDENT OF SCHOOLS

CLASSIFIED POSITION

JCN: 375
RANGE: 154
NON-EXEMPT

MEDIA CONTENT CREATOR

BASIC FUNCTION:

Under the direction of the Communications and Public Relations Officer, support the office of the Fresno County Superintendent of Schools (FCSS) through outreach, branding and academic information targeted primarily for parents and educators in Fresno County via social media and television news content; maintain social media accounts for the FCSS; creates visual, video and text-based communications.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

- Coordinate media and communication campaigns under the direction of the Communications and Public Relations Officer.
- Coordinate with FCSS or outside photographers and videographers and/or purchases stock photography when required; collects, organizes, and maintains photo and video releases or proper content licenses.
- Create and monitor content for the FCSS social media networks; engage with social media platform users to create a positive brand message for the FCSS.
- Create promotional and informational videos and high-quality content for internal and external audiences through video production and social media content.
- Create, write, source, and execute websites, applications and social media plans for FCSS.
- Demonstrates sensitivity to and understanding of historically minoritized groups and participates in professional development activities to increase cultural competency to enhance equity-minded practices within FCSS.
- Develop and maintain a master archive of all FCSS videos for dissemination to media outlets under the direction of the Communications and Public Relations Officer or designee.
- Generate new and creative video production ideas based on the objectives aligned with FCSS' vision and mission.
- Interact with FCSS staff and other partners to develop social media projects targeting parents, educators, relevant community partners and programs.
- Keeps abreast of new developments and trends in social media and production software, photographic equipment, video and photography formats and techniques.
- Organize, catalog, and maintain library of in-house produced stock footage and master media productions.
- Produce, shoot, and edit broadcast legal photographs and video content for local news stations and weekly Education Matters news segment; produce stories that are compelling, newsworthy, factually accurate and creative.
- Sets and meets project deadlines and develops production schedules; analyze marketing requests for feasibility of design, budget, and time constraints.
- Tracks content coverage and accuracy, frequency of postings and public responses; monitors all user-generated content in line with FCSS policies.
- Write, copy, and produce original photographic, graphics, and video content for social media posts and emails.
- Attend and participate in a variety of assigned meetings, committees, conferences, in-services and/or special events.

- Comply with schedules, policies, regulations, procedures, orders, and directives of the County Superintendent.
- Exhibit professionally appropriate interpersonal skills including but not limited to tact, patience, flexibility and courtesy.
- Maintain a safe work environment.
- Operate a variety of office equipment, including but not limited to a computer and assigned software applications.
- Serve as a liaison between County Superintendent and administrators, personnel, outside organizations or the public concerning assigned area.
- Serve as a technical resource concerning assigned program, function or instructional area.
- Work collaboratively and maintain effective working relationships with others in the course of work in assigned area.

OTHER DUTIES:

- Ability to work on a flexible schedule as assigned.
- Drive a vehicle to conduct work, using own transportation and/or FCSS vehicle.
- Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

- Advanced knowledge of Television broadcast standards, formats, and technical requirements regarding submission of content.
- Basic copyright laws.
- Graphic design and publishing software including, but not limited to, Adobe Premiere Pro, Photoshop, Illustrator, Lightroom and After Effects.
- Film, video and auditing platforms.
- Digital photographic and video cameras and related techniques, as well as editing and publishing software.
- FCSS policies and procedures regarding branding guidelines and consistency.
- Modern office practices, procedures, and equipment.
- Practices and techniques of sound business communication.
- Public relations, communications and marketing practices and procedures.
- School District rules and policy on photographing and video recording students.
- Social media trends, platforms, publishing, and tracking procedures.
- Proper English usage, grammar, spelling, punctuation, and vocabulary in all forms of communication.
- State Education Code, local, state, and federal laws, codes, regulations and requirements and county office organization, operations, policies and objectives as related to assigned activities and/or instructional area.
- Theoretical and technical aspects of field of specialty.

ABILITY TO:

- Apply writing styles and techniques appropriate for differing audiences and purposes.
- Complete large and small projects to meet FCSS and stakeholder needs and deadlines.
- Establish and maintain effective working relationships with all those encountered in the course of work.

- Organize, set priorities and exercise sound, independent judgment within areas of responsibility.
- Produce professional content using digital photographic and video production equipment.
- Produce strong, ethical photojournalist content for distribution on multiple platforms.
- Work collaboratively with a wide variety of internal departments simultaneously.
- Understand and follow written and oral instructions.
- Understand copyright law and privacy issues.
- Analyze and evaluate situations accurately and adopt an effective course of action.
- Communicate effectively both orally and in writing.
- Drive a vehicle to conduct work.
- Interpret, apply, and explain rules, regulations, policies and procedures.
- Maintain consistent, reasonably regular, punctual attendance consistent with federal, state and local standards.
- Safely and successfully perform essential job functions consistent with federal, state and local standards, including meeting qualitative and/or quantitative productivity standards.
- Work confidentially and with discretion.
- Work independently with minimal direction.

EDUCATION AND EXPERIENCE:

EDUCATION

- High School Diploma, General Education Degree (GED) or State High School Proficiency certificate.
- Bachelor's degree in communications, marketing, graphic arts, visual communication, or a related field.

EXPERIENCE:

- At least three years of experience in marketing, branding or professional commercial visual communication design and production. A Bachelor's degree may be substituted with five years of industry experience in marketing, branding or professional commercial visual communication design and production.

LICENSURE AND OTHER REQUIREMENTS:

- Valid United States Part 107 UAV license issued by an authorized agency may be required.
- Valid California driver's license; when driving for work, maintain automobile liability insurance in accordance with California Insurance Code section 11580.1 or maintain other statutorily authorized financial responsibility.
- Enrollment in the California Department of Motor Vehicles Government Employer Pull Notice Program at time of hire and throughout employment with the County Superintendent.

WORKING CONDITIONS:

ENVIRONMENT:

- Ability to work on a flexible schedule to attend evening and weekend meetings/conferences, as assigned and to coincide with department calendared meetings.
- Drive a vehicle to conduct work, using own transportation and/or FCSS vehicle.
- Office and/or school facility environment.
- Regular interruptions.
- Small and large group meetings.

PHYSICAL DEMANDS:

- Bending at the waist, kneeling, or crouching; climb or balance.
- Eyesight corrected or uncorrected sufficient to read a variety of materials including but not limited to fine print.
- Hearing with or without use of hearing aid(s) sufficient to hear any conversation with others; understandable voice and speech patterns.
- Manual dexterity and coordination sufficient to operate office and/or classroom equipment.
- Sitting, standing and/or walking for extended periods of time.
- Use hands to handle and/or feel; reach with hands and arms.
- Must frequently lift, push, pull or carry up to ten (10) pounds and occasionally lift and/or move up to fifty (50) pounds.

The physical demands and working conditions described here are representative of those that must be met by an employee to successfully perform the essential functions of this position, subject to reasonable accommodation.

This position description may not be an exhaustive list of all duties, knowledge, or abilities associated with this classification; however, it is intended to accurately reflect the principle job elements. Related duties, knowledge, or abilities to those expressly stated may also be required for successful performance of the position.

APPROVED:

Effective: 06/08/2023