

SAN LUIS OBISPO COUNTY OFFICE OF EDUCATION

JOB TITLE: DIGITAL MEDIA SPECIALIST

REPORTS TO: Manager, Educational Technology
SUPERVISES: No supervisory responsibilities.

DEFINITION:

Perform video production and editing duties. Design, develop and maintain SLOCOE website features in support of educational technology operations, activities and online educational tools. Develop, modify and maintain online educational and administrative tools and infrastructure. Create, develop and maintain educational media including promotional materials, streaming media and videos.

QUALIFICATIONS:

Required:

1. High school diploma or equivalent.
2. One year college-level course work in related field.
3. Five years increasingly responsible experience in video production, web design, multimedia, educational technology, or related field, (a bachelor's degree in a related field can be substituted for two years experience)
4. Federal Bureau of Investigation and the California Department of Justice fingerprint clearance as required by California Education Code.
5. Valid California Driver's License.

KNOWLEDGE AND ABILITY:

1. Knowledge of principles, practices and procedures involved in website design and implementation.
2. Knowledge of computer graphics, desktop publishing, image scanning, audio applications, HTML, CSS, text editors, scripting, database design and programming languages and software used in web page development.
3. Knowledge of practices, procedures and techniques involved in the configuration, operation, maintenance, troubleshooting, diagnosis and replacement of computer hardware, software, networks and peripherals.
4. Knowledge of system monitoring utilities and design.
5. Knowledge of principles, practices and methods of database structures, computer programming and system design.
6. Knowledge of database scripting.
7. Knowledge of file transfer methods over FTP.
8. Knowledge of professional video editing software.
9. Knowledge of command line interface to maintain web based services.
10. Knowledge of general practices, procedures and techniques involved in the filming, editing and assembly of video productions and motion graphics.
11. Knowledge of multimedia licensing rules and regulations.
12. Knowledge of correct English usage, grammar, spelling, punctuation and vocabulary.
13. Knowledge of record-keeping and report preparation techniques.
14. Ability to operate computers and peripheral equipment properly and efficiently.
15. Ability to maintain regular and reliable attendance.
16. Ability to work independently, prioritize and manage multiple tasks and effectively apply time management skills.
17. Ability to establish and maintain positive and effective working relationships with diverse populations.
18. Ability to understand and carry out assignments in a neat, orderly, accurate, and timely fashion following verbal or written instructions with minimal supervision.
19. Ability to exercise sound judgments and decisions and to evaluate the results of those judgments and decisions.
20. Ability to deal with problems or issues involving several variables in a range of situations.

ESSENTIAL FUNCTIONS:

1. Perform video production and editing duties. Assemble video, cut footage, apply sound, create graphics for promotional and educational video content. Format final product and upload to appropriate media destination (e.g. television, social media, online repository.) Perform video system backups.
2. Operate production and audio-visual equipment including cameras, microphones, monitors, peripherals, mixing boards, projectors, DVD players, recorders, lighting, and video-conferencing.
3. Film educational features and programs according to established specifications, guidelines and procedures. Develop related scripts.
4. Develop and produce interactive instructional and promotional media for internal and external clients. Prepare filmed features for distribution through DVD, website and video format.
5. Design, code, develop and maintain website features in support of educational technology portal ETC operations and activities. Ensure final layout is user-friendly and of intrinsic educational value. Create and maintain internal and external websites.
6. Determine artistic and visual layout for web site features, including appropriate size and arrangement of graphic features and copy based on web design standards and methodologies. Arrange layout according to available space, established principles and aesthetic design concepts.
7. Develop, design, upgrade and maintain online educational and administrative applications. Modify existing applications to enhance database operations and functions.
8. Monitor web application performance and modify system settings. Perform database queries to maintain web application data.
9. Detect and resolve programming errors and miscalculations. Troubleshoot and resolve database, system, website and application errors and malfunctions.
10. Establish and maintain identification management systems and user accounts for a variety of online educational tools. Develop and program on-line user registration forms. Assign user permission information and group users according to role and testing information. Notify district administrators of related information.
11. Provide help desk support and serve as a technical resource concerning online educational tools. Respond to user requests for assistance and malfunction correction. Troubleshoot and diagnose related problems and provide tutorials.
12. Receive process and respond to online course requests from instructors and district administrators. Notify staff and administrators of course request status and prepare related documents.
13. Compile information and prepare and maintain records and reports related to online usage, user accounts, applications, errors, educational tools.
14. Develop and maintain informational and support materials related to website educational tools and applications. Prepare tutorials and FAQ information. Design and prepare promotional materials for educational technology services including graphic design of logs, desktop publishing, layout and content editing. Compile and design a variety of printed promotional and informational materials.
15. Research new and upgraded tools, codes and equipment for use in website applications development and media production.
16. Communicate with SLOCOE personnel, other COEs, and consortium members to exchange information and resolve issues or concerns.
17. Attend conferences and meetings to present and share information with other COEs and consortium members.
18. Attend workshops, classes, and seminars to gain and maintain current knowledge of computer applications, programs, and advances. Obtain certifications as appropriate to technological advances within the scope of the position.
19. Handle confidential information and materials with complete security.
20. Perform related duties as assigned within the scope and skill level of the classification.

ENVIRONMENT:

1. Office environment.
2. Driving a vehicle to conduct work.

PHYSICAL DEMANDS:

1. Dexterity of hands and fingers to operate a variety of computer equipment.
2. Hearing and speaking to exchange information.
3. Sitting or standing for extended periods of time.
4. Bending at the waist, kneeling or crouching.
5. Seeing to view a computer monitor and read a variety of materials.
6. Physical agility to lift 20 pounds to shoulder height.
7. Lifting, carrying, pushing or pulling moderately heavy objects.

HAZARDS:

1. Working around electricity and electrical components.

Grade Allocation:	39
Adopted:	7/1/04
Revised:	4/22/09; 12/17