

Santa Rosa County District Schools

Job Description

Digital Media Specialist II

Reports To: Director of Instructional Technology and Professional Development
FLSA Status: Non-Exempt
Department: Office of Professional Development
Prepared by: Human Resources
Date: July 22, 2021
Job Code: 44285
Range: 20

Preface:

- This job description is intended to convey information essential to understanding the scope of the job and the general nature and level of work to be performed. This job description is not intended to be an exhaustive list of qualifications, skills, efforts, duties, responsibilities, or working conditions associated with this position.
- There are marginal tasks employees are required to perform that are incidental to the primary duties and responsibilities.
- Positive personal characteristics required of all employees such as honesty, integrity, sobriety, and communication skills are presumed qualities.

Primary Duties and Responsibilities:

- Performs necessary functions applicable to day-to-day operations of the Office of Professional Learning
- Assist ITV Contacts in the techniques and operation of in-school ITV studios and distribution systems
- Perform minor repairs for TV studio systems and TV distribution systems
- Prepare technical specifications to be included in the educational guidelines for school ITV distribution systems
- Plan with principals and media specialists regarding individual school ITV distribution needs
- Work with architects, engineers and the Assistant Superintendent for Administration in the plans for ITV systems and wiring in new schools and new construction
- Test and evaluate ITV wiring and distribution upon new construction completion and report results to Director, In-service & Instructional Technology and Assistant Superintendent for Administration
- Work with appropriate vendors for resolution of ITV distribution systems
- Serve on district committees and selection teams requiring TV distribution system expertise
- Work with cable company and cable system technicians for installation of services at all new facilities
- Develop bid and quote lists for all TV studio and ITV distribution systems as needed for new construction or remodeling
- Plan, set-up and provide technical expertise for all multi-media productions as requested by district personnel and approved by supervisor
- Research equipment needs for district and schools and arrange demonstrations and training as necessary and/or requested

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- Work the camera, teleprompter and other required equipment for district video productions
- Create, develop, and deliver digital camera professional development for teachers and staff
- Collaborate with the Public Information & Family/Community Outreach Officer to develop, create, and deliver digital content for professional development, community outreach, and promotional campaigns
- Work with Director of Instructional Technology and Director of Administrative Services in planning video-related builds
- Maintain studio control room system facilities and plan for future refinements and expansion of the system for improvement in quality and efficiency of operations
- Assist teacher, students, and educational agencies in the planning, production, editing, and other technical processes necessary for quality product
- Coordinate streaming video activities within the school district
- Work with Purchasing Dept. on equipment quotes for widely used video related purchases
- Maintain a cooperative working relationship with the appropriate officers of local cable companies to distribute a quality signal to each school center and individual subscribers
- Schedule and coordinate the activities in a day-by-day operation of the ITFS network
- Assist in preparing the ITFS operations budget
- Measure and evaluate the signal quality from the cable company at each school to verify cable company performance
- Maintain and calibrate the RF distribution system to keep within the FCC guidelines and for optimal usage of the school
- Assist with gathering information to complete Federal Communications Commission (FCC) reports and files
- Maintain strict confidentiality of accessible information to and from the FCC
- Troubleshoot and maintain school TV studio systems, TV distribution systems, and audio systems throughout the school district
- Work with the TSS on an as-needed basis related to new construction
- Order items for the support of the TSS to help enhance the educational factor in the classroom
- Participates in activities for continued professional growth
- Perform other tasks as directed by the Director of In-service and Instructional Technology

Supervision Received:

Director of In-Service and Instructional Technology

Supervision Exercised:

NA

Minimum Qualifications & Skills:

- Graduation from high school or GED
- Four years' experience in the TV Production field
- Experience with the use and operation of PC and Mac computer platforms
- Experience with the use and operation of live-streaming video services, video related production software (including but not limited to Microsoft STREAM, Microsoft Teams, Adobe After Effects, Illustrator, Photoshop, Premiere, and Rush (or similar alternatives), and productivity tools including but not limited to Microsoft Excel, Outlook, Publisher, and Word

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- Minimum 5 years' experience using a cloud-based computing ecosystem

License:

- Applicant must have a valid state of Florida Driver License at the date of hire and must maintain said license while employed in the position

Preferred Qualifications & Skills:

- Experience with a variety of software programs

Physical Demands

Exerting up to 35 lbs. of force occasionally and/or up to 50 lbs. of force as needed to move objects. While performing the responsibilities of the job, the employee is required to talk and hear. The employee is often required to sit and use their hands and fingers, to handle or feel. The employee is required to stand, walk, reach with arms and hands, climb or balance on ladders up to 14 feet, and to stoop, kneel, crouch or crawl. Vision abilities required by this job include close vision.

Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Terms of Employment:

Approved Compensation Plan

Educational Support Salary Schedule

Job Benefits:

- Pension or Investment Plan provided by the Florida Retirement System (FRS)
- Personal and family health care plans available include medical, dental and vision
- Paid vacation, sick leave and optional personal leave
- Generous paid holidays. Holiday calendars for education support staff closely follow the calendars used for education staff