

PINELLAS COUNTY SCHOOL DISTRICT, FLORIDA

PCSB: 6549
Pay Grade: E02

FLSA: Exempt
PTS

MULTIMEDIA TECHNICIAN
<p><u>REPORTS TO:</u> Manager, Multimedia and TV Operations</p>
<p><u>SUPERVISES:</u> Not applicable</p>
<p><u>QUALIFICATIONS:</u> Associate's degree in Broadcasting, Journalism, Mass Communications, Multimedia Production, or a related discipline OR industry certification or equivalent in areas related above. Two (2) years of experience with maintaining and operating multimedia and broadcast equipment, applications and systems in a professional work environment on both Windows and Mac operating systems; as well as audio visual presentation equipment. Experience editing multimedia projects using Adobe or Final Cut Pro. Ability to work both independently and as a member of a team.</p> <p><u>PREFERRED:</u> Bachelor's degree in Broadcasting, Journalism, Mass Communications, or related field from an accredited college or university. FCC license.</p>
MAJOR FUNCTION
<p>The Multimedia Technician assists the Strategic Communications team by performing advanced, varied and complex technical duties involving the operation of equipment, applications and systems used to create and display multimedia content for various platforms including the district's television station, website, social media platforms, and locations including Conference Hall, Cabinet Conference Room and other varied in-person and virtual meeting spaces.</p>
ESSENTIAL RESPONSIBILITIES
<ul style="list-style-type: none"> • Interfaces with Director, Strategic Communications; Public Information Officer and Manager, Multimedia and TV Operations to provide viable equipment, applications and systems for an effective and efficient flow of information to internal and external stakeholders • Works with Manager, Multimedia and TV Operations to provide viable equipment applications and systems for an effective and efficient flow of opportunities for district staff. • Manages, operates and maintains, audio visual presentation equipment in administration building and other district facilities as assigned • Assists in troubleshooting and maintenance of multimedia-related and television station equipment with district staff or outside vendors • Assists in multi-camera and livestreaming productions to support the work of the Strategic Communications team • Runs the WPDS-TV master control center so it is operational on a 24-hour-a-day, seven-day-a-week basis, maintaining programming compliance with Federal Communications Commission (FCC) Part 73 rules and regulations for a UHF channel • Maintains the WPDS-TV programming schedule • Maintains metrics reporting tools related to visitor demographics for district television station • Assists Strategic Communications team in the production and post-production of various multimedia and video projects ranging from daily news pieces to features and packages for distribution to multiple multimedia platforms including the district's television station, website and social media, using Adobe and/or Final Cut Pro • Formats and assists with the formatting of files using the most effective and efficient formatting for the district's television station, website, social media platforms and display equipment and applications • Assists in the maintenance of a multimedia archive

ESSENTIAL RESPONSIBILITIES (Continued)

- Assists with countywide multimedia-related competitions and awards opportunities in alignment with relevant state- and national-level competitions
- Participates in staff trainings pertaining to writing, editing, videotaping, audio, Freedom of Information Act management, and media relations
- Performs other related duties as required

TERMS OF EMPLOYEMENT

Salary and benefits shall be paid consistent with the district's approved compensation plan. Length of the work year and hours of employment shall be established by the District.

Performance of the job will be evaluated in accordance with provisions of the School Board's policy on evaluation of personnel.

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities and duties required of those in this classification.

HISTORY OF JOB CLASSIFICATION

ISSUED: 11/19//20; BOARD APPROVED: 12/15/20

MULTIMEDIA TECHNICIAN

WORKING CONDITIONS & PHYSICAL EFFORT:	Seldom Or Never	Monthly	Weekly	Daily	Hourly
1. Lift objects weighing up to 20 pounds			X		
2. Lift objects weighing 21 to 50 pounds			X		
3. Lift objects weighing 51 to 100 pounds			X		
4. Lift objects weighing more than 100 pounds	X				
5. Carry objects weighing up to 20 pounds			X		
6. Carry objects weighing 21 to 50 pounds			X		
7. Carry objects weighing 51 to 100 pounds	X				
8. Carry objects weighing 100 pounds or more	X				
9. Standing up to one hour at a time				X	
10. Standing up to two hours at a time			X		
11. Standing for more than two hours at a time		X			
12. Stooping and bending		X			
13. Ability to reach and grasp objects				X	
14. Manual dexterity or fine motor skills					X
15. Color vision, the ability to identify and distinguish colors					X
16. Ability to communicate orally					X
17. Ability to hear					X
18. Pushing or pulling carts or other such objects		X			
19. Proofreading and checking documents for accuracy					X
20. Using a computer to enter and transform words or data					X
21. Using various technology tools					X
22. Working in a normal office environment with few physical discomforts					X
23. Working in an area that is somewhat uncomfortable due to drafts, noise, temperature variation, or other conditions		X			
24. Working in an area that is very uncomfortable due to extreme temperature, noise levels, or other conditions	X				
25. Working with equipment or performing procedures where carelessness would probably result in minor cuts, bruises or muscle pulls			X		
26. Operating automobile, vehicle, or van			X		
27. Other physical, mental or visual ability required by the job	X				

Multimedia Technician – PTS