

GREGORY-PORTLAND INDEPENDENT SCHOOL DISTRICT JOB DESCRIPTION

Job Title:	Coordinator of Multimedia Production	Exemption Status/Test: Nonexempt
Reports to:	Chief Communications Officer	Admin/Prof Pay Grade: 104 (226 Days)
Dept./School:	Communications Office	Date Revised: 08/25/2021

Primary Purpose:

Design, develop, and manage complex graphic and design elements for districtwide online and print media, posters, signage, and other marketing materials.

Qualifications:

Education/Certification:

Associate's or Bachelor's degree in graphic design, audio/video production, or related field

Special Knowledge/Skills:

Proficiency in filming, audio/video editing, animation, and production

Ability to visualize and transfer abstract ideas into concrete images, graphics, video and audio

Proficiency with graphic design, word processing, and presentation software

Experience with Adobe editing software (i.e. Premiere Pro, Final Cut, Photoshop, Illustrator, etc.)

Preferred knowledge of 2D and 3D software applications such as AfterEffects, Cinema 4D, etc.

Knowledge of commercial printing processes and material production

Demonstrated skill in writing, proofreading, editing and desktop publishing

Strong customer service skills and ability to work with varying audiences

Strong organizational, written and verbal communication, and interpersonal skills

Ability to work under pressure and meet established deadlines while managing multiple projects

Bilingual, preferred

Experience:

3+ years graphic or creative design experience

Major Responsibilities and Duties:

Graphic Design, Video and Information Services

1. Conceptualize and design promotional materials that are innovative, appealing, effective, and brand-appropriate including video production, photography, print, digital, e-news, web content, etc.
2. Provide pre-production, filming/shooting, editing, and post-production of multimedia projects.
3. Design, prepare, and edit online and print graphics, publications, and presentations.
4. Assist in the use and implementation of district and campus websites and social media platforms, applying multimedia content and web design to enhance online presence as well as in communication and promotional/marketing efforts as directed by supervisor.
5. Collaborate with departments and schools as directed to implement various projects, maintain style guidelines, and ensure best practices for public distribution of high-quality graphic/video content.
6. Organize and maintain library of district content, including designs, templates, logos, print materials, videos, photos, etc.

GPISD Job Description
Multimedia Production Coordinator

7. Write and proofread copy, facilitate information and image gathering for various projects.
8. Coordinate with printing services/vendors for printing and distribution of publications and projects.
9. Maintain and enforce visual appearance, brand continuity, and intellectual property (logos, designs, etc.) in the print and digital environment.
10. Assist with department and school projects and programs as directed including special events, promotions, campaigns, including those for the G-P Education Foundation as directed.

Policies, Reports, and Law

11. Maintain archive of all district digital assets.
12. Compile, maintain, and file all reports, records, and other documents as required.

Other

13. Follow district safety protocols and emergency procedures at all district schools/facilities.
14. Has regular in person attendance and complies with notification procedures for absences.
15. Perform other duties as assigned.

Supervisory Responsibilities:

None.

Mental Demands/Physical Demands/Environmental Factors:

Tools/Equipment Used: Standard office equipment including personal computer, laptop, iPad and digital camera

Posture: Prolonged sitting; occasional bending/stooping, pushing/pulling, and twisting

Motion: Repetitive hand motions, frequent keyboarding and use of mouse; occasional reaching

Lifting: Occasional light lifting and carrying (less than 15 pounds)

Environment: May work prolonged or irregular hours; occasional districtwide and statewide travel

Mental Demands: Work with frequent interruptions; maintain emotional control under stress

This document describes the general purpose and responsibilities assigned to this job and is not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Received by

Date