

Job Title: Media/Audio-Visual Specialist
Reports to: Director of Media
Dept./ School: Communications
Wage/ Hour Status: Exempt
Pay Grade/ Days: Admin-Prof Level 3 (220 days)
Date Revised: January 2023

Primary Purpose:

Works with the Director of Media to support student achievement and public engagement by providing quality audio-visuals at high profile district events. Will maintain and oversee operational in-house audio-visual equipment and maintenance, scoreboard, timing, recording, and broadcasting systems at HISD stadium, campuses, and the Administration Building, including the Board Room.

Qualifications:

Education/ Certification:

- Bachelor's Degree (preferred)
- Three to five years' work experience in AV production for large scale events, journalism, public relations, communications, marketing, or related field (preferred)

Experience:

- Experience working in a school district/public education (preferred)
- Experience in working in an athletics AV production environment with a video board content management system (preferred)
- Project management experience coordinating multiple projects and training others on AV production
- Creating print and digital collateral
- Experience working with community organizations and other groups

Minimum Required Knowledge/ Skills/ Abilities:

- Ability to communicate effectively, verbally/written, utilizing professionalism, poise, tact, and diplomacy
- Ability to maintain effective working relationships with District staff, coaches, students, elected officials, and the general public
- Ability to maintain confidentiality and use discretion of privileged and sensitive information
- Ability to perform duties with attention to detail, speed, accuracy, follow-through, courtesy, cooperativeness and work with minimum supervision
- Knowledge of video crew positions and game video productions
- Knowledge of audio/video production tools and methodologies
- Knowledge of basic A/V engineering, cable termination, fiber data transmission, routing, etc.

- Knowledge of file formats and the ability to convert between them to achieve best results in a variety of media formats
- Demonstrated marketing experience
- Ability to establish and maintain effective working relationships with other employees, the news media and the general public
- Ability to manage people in a fast past environment
- Standard publishing quality photography and videography skills
- Flexibility to work evenings and weekends
- Ability to travel as needed both in town and, on occasion, out of town
- Excellent organizational skills
- Ability to interpret data and draw conclusions to develop recommendations and solutions
- Demonstrated skills in writing, editing, and public speaking
- Thorough knowledge of media operations and public relations functions
- Skill in using still camera and video production software and equipment
- Skill in writing for media (e.g., social media posts, newsletters, video scripts, etc.)
- Working knowledge of Adobe Creative Suite (Premiere Pro, InDesign, Illustrator, Photoshop, Lightroom)
- Knowledge of Apple Creative Suite helpful and Tricaster experience helpful.

Major Responsibilities and Duties:

1. Be an active reporting/photography presence on all Huntsville ISD campuses by attending various district and campus events (nights and weekends) and by regularly meeting with faculty, staff, students, and others.
2. Generate relevant written and broadcast-ready stories and print /digital collateral (brochures, flyers, newsletters) concerning the district and its campuses/programs.
3. Interface closely with all parties necessary to produce high quality scripts and videos, including serving as "on camera" talent, as needed.
4. Assist with monitoring and maintaining the district's website for current information, current events and required information as prescribed by state and federal agencies, as well as ensure it is attractive and usable to the public.
5. Maintain a positive and effective relationship, good judgment, and decision making with coworkers, supervisors, other district personnel, outside agencies and organizations, parents, and the community.
6. Ability to maintain professional behavior, appearance, and work ethic to always represent the district in a positive manner and work in a team environment.
7. Maintain professional behavior, promote a positive image, appearance, and work ethic to always represent the district in a positive manner and work in a team environment that supports the vision and mission of the district.

Communication

8. Maintain a positive and effective relationship with coworkers, supervisor, students, parents, District officials and employees, vendors, and the public.
9. Provide outstanding customer service.

10. Maintain good judgment and decision making when dealing with supervisor, co-workers, students, parents, District officials and employees, and the public.
11. Attend and Live Stream board meetings and make presentations, when appropriate.

Campus, Auditorium, Stadium and District Level Events

12. Oversee and Advise audio-visual and other technology strategies related to event coverage, creative content.
13. Meet with campus & district personnel to recommend multimedia support solutions, and work on video coverage tailored for specific campus events.
14. Provide technology support for in-house audio-visual equipment that includes but not limited to scoreboards, videoboard, timing systems, network streaming, video walls and messaging displays.
15. Troubleshoots problems occurring with equipment/software and making simple onsite repairs and scheduling/overseeing service repairs.
16. Review and implement plans for maintenance of equipment and acquisition, implementation, and assembly of new electronic equipment and/or technology.
17. Serve as liaison to the Technology Services Department for networking, technology, and other requirements.
18. Capture, create, control, maintain and produce video scoreboard graphics.
19. Serve as game-day video board operator/director for events at Stadium along with managing the video control room
20. Train and oversee assigned district personnel and student workers on game-day operations related to the stadium control room.
21. Train and oversee assigned district personnel and students on auditoria media /PA systems and other technology assignments.
22. Assist outside parties renting Stadium and Auditoria with multimedia needs along with outside media and internet streaming companies.
23. On call as necessary to respond to event support calls

Policy, Reports, and Law

24. Familiar with and monitor compliance with UIL, the Texas Public Information Act; the Family Educational Rights and Privacy Act (FERPA); and all Huntsville ISD policies.
25. Comply with all applicable federal and state laws, Board of Education rules and local board policy and regulations.
26. Compile, maintain and file all reports, and other documents as required.

Professional Growth and Development:

27. Attend and participate in training, professional development, and professional meetings, as approved and when appropriate.
28. Serve on committees, as required.

Other

29. Demonstrates effective interpersonal skills through communications with parents, community, staff, and school board.

30. Actively participates in professional organizations; takes the initiative to provide leadership in addressing the challenges facing the
31. Maintain confidentiality of privileged and sensitive information when received and distributed to appropriate designees as directed by the Director of Digital Communications and Director of Athletics.
32. Responds to after-hours emergencies as needed.
33. Perform other duties as assigned.

Supervisory Responsibilities:

Provide work guidance assigned student workers engaged in multimedia assignments.

Working Conditions:

Mental Demands/ Physical Demands/ Environmental Factors:

- Maintain emotional control under stress.
- Frequent sitting to write, driving to schools/ buildings/ meetings, maneuvering through schools and buildings.
- Occasional lifting, carrying heavy objects/ boxes, stooping, bending, pulling, and pushing.
- Moving media equipment, brochures, promotional items, and other materials, as needed.

The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Received by _____ Date _____