

Texas City Independent School District
P.O. Box 1150 Texas City, Texas 77592

Human Resources

(409) 916-0107

Communications and Multimedia Specialist

Job Description

May 2021

Reports to: Director of Communications

Status: Exempt

Term: 226 days

Primary Purpose:

Under the direct supervision of the Director of Communications, the Communications and Multimedia Specialist works with District administrators and staff to design, edit, write and/or produce a variety of publications and video productions; provides problem-solving, creative, and technical writing skills and expertise as requested; updates the District web pages and social media accounts maintained by the Communications department; helps to coordinate District special events; and assists with other assignments as directed.

Qualifications:

Education/Certification:

Bachelor's degree in communications, journalism, video and media production or related field preferred

Special Knowledge/Skills:

- Must demonstrate strong written and oral communication skills
- Previous experience with proofreading, editing and basic interviewing skills
- Excellent media skills
- Excellent attention to detail, sense of visual design and technical knowledge
- Knowledge of video production/editing equipment and software.
- Ability to meet established deadlines.
- Ability to work independently and collaboratively.
- Ability to manage multiple projects.
- Experience working with digital camera(s), video/audio equipment, MacPro and PC editing systems, portable lighting packages and a variety of photography equipment.
- Experience with Adobe Creative Suite, including InDesign, Photoshop, Illustrator, Premier Pro and AfterEffects, as well as Microsoft Office Suite.

Experience

1-3 years of professional experience preferred. Successful field experience as an intern may be considered.

Major Responsibilities & Duties:

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1. Research, write, design, and edit internal and external communication materials such as website, news releases, printed and electronic newsletters.
2. Design graphics and layouts for publications, websites, social media and special projects.
3. Capture and produce videos highlighting district initiatives.
4. Write, edit, design and layout newsletters, pamphlets, brochures, reports and other publications for internal and external audiences.
5. Assist in creating and managing content for district website pages and social media.
6. Assist with photographing district and campus activities during the school day and evening hours.
7. Assist with district special events and programs.
8. Assist with ongoing development and management of the districtwide marketing and advertising program.
9. Serve as the Communications budget manager and prepare purchase orders.
10. Articulate the District's mission and goals to the public.
11. Assumes other job-related duties as assigned by the Director of Communications.

Working Conditions:

Mental Demands: Ability to communicate effectively (verbal and written); interpret policy, procedures and data; tight timelines; responsible decision-making; diplomacy in interaction with others; maintain emotional control under stress.

Physical Demands: Frequent district travel; frequent prolonged and irregular hours; moderate standing, walking and bending; occasional lifting up to 35 lbs.

Tools/Equipment Used: Standard office equipment, including computer and multi-phone system, copiers, printers; still photography and video production equipment; portable lighting equipment.

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.

Reviewed by _____ Date _____

Received by _____ Date _____