



EAST SAN GABRIEL VALLEY REGIONAL OCCUPATIONAL PROGRAM AND TECHNICAL CENTER

1501 Del Norte Street, West Covina, CA 91790 • (626) 472-5101 • Fax (626) 472-5125

MULTIMEDIA COMMUNICATIONS & MARKETING SPECIALIST

DEFINITION

Under the direction of the Superintendent or designee, create, design, develop, and maintain multimedia content, printed publications, and presentations to promote career technical education programs and pathways. This is a 12-month classified position.

EXAMPLES OF DUTIES

1. Research, design, develop, write, edit, proofread, and publish content strategy for digital media and various professional print-based and digital educational, informational, and promotional materials, including (but not limited to) the ROP website, social media, videos, flyers, posters, event programs, brochures, booklets, reports, public services announcements, and forms.
2. Design and publish various marketing materials and newsletters highlighting student accomplishments, CTE pathways, ROP/TC classes, career exploration and guidance activities, job fairs, and other student support activities and community outreach events.
3. Assist with the design, updating and publishing of the annual ESGVROP/TC Schedule of Classes.
4. Monitor, track and collect social media metrics data. Report metrics to the marketing committee and leadership team upon request. Recommend strategies to improve metrics.
5. Maintain and update mailing lists and coordinate distribution of publications to member districts, partner agencies, community and media.
6. Operate various camera and video equipment at special student and organizational events.
7. Create and assist with audiovisual materials and presentations for use by staff.
8. Design and create graphs representing student and organizational data.
9. Serve as a multimedia design resource to ESGVROP/TC Districts and partner organizations.
10. Create, maintain and organize digital video and photographic archives.
11. Assist in the planning and implementation of employee recognition programs, special activities, and community events.
12. Serve as an active member on the marketing committee.
13. Attend ROP Counselor meetings.
14. Work with school sites to promote CTE programs and pathways to students, parents, District staff, agency partners, and the general community through various forms, including (but not limited to): campus tours, career fairs, back-to-school nights, open house, local business chamber meetings, community outreach, and student events.
15. Provide professional development training utilizing digital media that promotes career pathways to instructional and support staff
16. Serve as a back-up in the reprographics department.
17. Perform other duties as assigned.

QUALIFICATIONS

1. Bachelor's degree preferably in digital communications, video, marketing, or related field.
2. Minimum of three years successful experience designing and producing videos and digital multimedia content demonstrating the technical skills and successful ability to perform required duties within.

KNOWLEDGE OF

1. Fundamentals of writing, composition, layout, and production of printed and digital publications.
2. Computer multimedia and desktop publishing applications for creation and editing of digital art, imaging and video productions.
3. Operation of photo and video equipment.
4. ROP/TC instructional program offerings.
5. District organization, operations, policies, procedures and objectives.
6. Correct English usage, grammar, punctuation, vocabulary, and spelling.
7. Effective reading, writing, and oral communication skills.
8. Interpersonal skills using diplomacy, tact, patience and courtesy.
9. Public relations processes.
10. Applicable sections of State Education Code, State & Federal laws, rules, and regulations.

ABILITY TO

1. Efficiently utilize photographic and digital equipment to record and produce digital images and videos.
2. Create professional and accurate and clear digital and printed publications utilizing a variety of media software applications.
3. Research and gather information, write, and edit accurate information in a style acceptable for digital and printed communications media.
4. Communicate effectively orally and in writing.
5. Develop and deliver effective oral presentations to students and community groups.
6. Read, interpret, apply and explain rules, regulations, policies and procedures.
7. Prepare graphics representing organizational and student data for inclusion with comprehensive reports and accreditation documents.
8. Produce organization documents, flyers, press releases, and other media-related products.
9. Analyze situations and adopt an effective course of action.
10. Meet the public in situations requiring tact, diplomacy and discretion.
11. Understand and follow oral and written directions.
12. Make arithmetic calculations quickly and accurately.
13. Type at a speed which facilitates efficient document production.
14. Meet deadlines.
15. Operate a variety of standard office equipment and machines including word processor, calculator and copier.
16. Establish and maintain cooperative and effective working relationships and collaborate with various departments within and outside of the organization.
17. Understand and carry out verbal and written directions with minimal supervision.
18. Work well independently.
19. Function in situations requiring tact and discretion.
20. Maintain confidentiality.

PHYSICAL ABILITY

While performing the duties of this job, the employee is frequently required to use hands to finger, handle or feel objects, tools or controls, talk or hear. The employee must be able to sit for extended periods of time. The employee is frequently required to stand, reach with hands and arms, climb or balance, stoop, kneel, crouch, or crawl.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, and the ability to adjust focus.

WORK ENVIRONMENT

Employees in this classification work primarily indoors in an office environment. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

SALARY PLACEMENT

Classified Schedule M / Range 30

This class description is not a complete statement of essential functions, responsibilities, or requirements. Requirements are representative of the minimum level of knowledge, skills, and/or abilities. Management retains the discretion to add or change typical duties of the position at any time.