
PERSONNEL COMMISSION

LONG BEACH
UNIFIED SCHOOL DISTRICT
Excellence & Equity

Class Code:5314
Salary Range: 19 (C1)

DIGITAL MEDIA SPECIALIST

JOB SUMMARY

Under general supervision, participate in the planning, creation and implementation of the District's social media and marketing strategies and goals; prepare, organize and publish social media content and posts for District accounts on a wide variety of platforms; participate in a variety of production processes for digital media content creation including studio, field and livestreaming; prepare digital media for distribution; perform related duties as assigned.

EXAMPLES OF DUTIES

The classification specification does not describe all duties performed by all incumbents within the class. This summary provides examples of typical tasks performed in this classification.

- Participate in the planning, creation and implementation of the District's social media and marketing strategies and goals; prepare, organize and publish social media content and posts for District accounts on various social media platforms. **E**
- Contribute to the District's digital media marketing, branding, and communications strategies to increase visibility and engagement across platforms; participate in the design and implementation of digital marketing outreach campaigns. **E**
- Participate in a variety of production processes for digital media content creation including studio, field, and livestreaming; operate video cameras and production equipment; properly dismantle and store equipment. **E**
- Create graphic-based social media posts and prepare department-created complete packages for distribution; participate in copywriting for social media content including text posts, video scripts and text appearing in other media. **E**
- Utilize professional non-linear video editing software to burn-in open captions on video assets; order closed captioning services for video content; prepare video assets for distribution on social media. **E**
- Utilize a social media content management system; prepare and schedule content for final approval; collect and report data metrics as requested. **E**
- Assist in maintaining a variety of records and data related to the quantitative performance of social media content; conduct research and prepare reports related to assigned activities as requested. **E**
- Communicate with District administrators, personnel and outside organizations to coordinate activities, resolve issues and exchange information. **E**
- Operate a variety of office equipment including a computer and assigned software; drive a District or personal vehicle to conduct work. **E**
- Attend and participate in meetings, conferences and seminars related to assigned activities to maintain current knowledge of advances in the field. **E**

- Troubleshoot, perform routine maintenance, and make adjustments to production equipment; assist in the maintenance of studio facilities to assure a safe and orderly working environment. *E*
- Perform related duties as assigned.

Note: At the end of some of the duty statements there is an italicized "E" which identifies essential duties required of the classification. This is strictly for use in compliance with the Americans with Disabilities Act.

DISTINGUISHING CHARACTERISTICS

A Digital Media Specialist participates in the planning and creation of a wide variety of social media content; and participates in a variety of production processes for video content creation and social media graphic assignments. Incumbents are exposed to a variety of marketing and media activities so their knowledge and abilities can grow via on-the-job training.

EMPLOYMENT STANDARDS

Knowledge of:

General principles of social media writing and content creation.

Social media platforms and current digital media trends.

General principles of creating and editing graphic assets and video content for digital media.

Basic digital media marketing techniques.

Basic principles of copyright law and Americans with Disabilities Act (ADA) media distribution practices.

Operation of video production equipment for digital media content creation.

Operation of a variety of office equipment including a computer and assigned software.

Data tracking and collection techniques.

Computerized database record-keeping and filing techniques.

Oral and written communication skills.

Interpersonal skills using tact, patience and courtesy.

Ability to:

Prepare, organize and publish social media content and posts for District accounts on various social media platforms.

Clearly and effectively communicate District social media and marketing messages.

Increase visibility and engagement across platforms to build relationships and assure proactive and positive interactions.

Engage with social media communities on a variety of platforms.

Create graphic-based and video asset social media posts.

Participate in a variety of production processes for digital media content creation.

Utilize assigned software to prepare digital media content, posts and graphics.

Operate video production equipment for digital media content creation.

Operate a variety of office equipment including a computer and assigned software.

Complete work with many interruptions.

Maintain current knowledge of technological advances in the field.
Meet schedules and timelines.
Prepare records and reports related to assigned activities.
Understand and follow oral and written instructions.
Communicate effectively both orally and in writing.
Establish and maintain cooperative and effective working relationships with others.

Education and Training:

Graduation from high school supplemented by college-level course work in communications, marketing, social media, media production or a closely related field.

Experience:

One year of professional social media content creation experience. Verifiable experience as a volunteer in a school or community organization may be substituted on an equal basis.

Completion of an internship with the Long Beach Unified School District's Marketing and Media Services department will substitute for the required college-level course work and experience.

Any other combination of education, training and experience, which demonstrates that the applicant is likely to possess the required skills, knowledge or abilities, may be considered.

SPECIAL REQUIREMENTS

Positions in this classification require the use of a personal automobile and possession of a valid California Class C driver's license.

Applicants for this classification will be required to obtain and submit, at his/her own expense, his/her current motor vehicle driving record at the time of appointment. The record must meet and be maintained at the District's safe driving standard. Failure to meet this requirement will result in the disqualification and/or rejection of the applicant regardless of any other standing.

WORKING ENVIRONMENT

Studio and office environment.
Extended viewing of a computer monitor.
Driving a vehicle to conduct work.
Some evening or variable hours.

PHYSICAL DEMANDS

Sitting or standing for extended periods of time.
Hearing and speaking to exchange information in person or on the telephone.
Dexterity of hands and fingers to operate a computer.
Seeing to read a variety of materials and view media content.
Bending at the waist, kneeling or crouching.

AMERICANS WITH DISABILITIES ACT

Persons with certain disabilities may be capable of performing the essential duties of this class with or without reasonable accommodation, depending on the nature of the disability.

APPOINTMENT

In accordance with Education Code Section 45301, an employee appointed to this class must serve a probationary period of six (6) months during which time an employee must demonstrate at least an overall satisfactory performance. Failure to do so shall result in the employee's termination.

PCA: 5/4/2023