



Leadership • Collaboration • Support

**JOB TITLE: Digital Media Manager**

**Classified Management Salary Schedule, Range 10**

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**DESCRIPTION OF BASIC FUNCTION AND RESPONSIBILITY**

Under the direction of the assigned administrator, responsible for creating digital content, including but not limited to photos, graphics, editorial, webpages, and creating informational and instructional videos. Serves as the lead for providing technical assistance for the use of Solano County Office of Education (SCOPE) audio-visual systems. Supports SCOPE's public relations and public information efforts. Focuses on creating audio visual media, productions, and livestreaming, that supports SCOPE's student programs, organizational initiatives internally, and with our community partners. Assists with the collection, production, and dissemination of internal/external organizational communications, social media, and marketing including media relations, website content, social networking sites, periodic publications, and special communications/marketing projects; is responsible for assisting in the planning and organizing of SCOPE events and may represent the County Superintendent at community events as needed. This is a classified management position.

**Essential Functions**

- Assists in coordinating and distributing information to SCOPE administrators, employees, the public, and media regarding SCOPE's programs, policies, events, efforts, and related SCOPE information.
- Assists in planning, organizing, and executing special events for the purpose of providing support for department functions and activities.
- Assists in the planning, organizing, directing, implementation, and maintenance of a comprehensive communications program using a variety of media and techniques (e.g. public information, media relations, publications, video, marketing, web site content, etc.) for the purpose of ensuring a comprehensive and accurate portrayal of SCOPE activities to the public.
- Assists with the dissemination of a wide variety of materials (e.g. news releases, opinion pieces, informational materials brochures, pamphlets, etc.) for the purpose of providing information concerning SCOPE policies and actions, educational programs and activities, speeches, and general information about SCOPE.

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- Identifies potential news and feature stories and assists in the planning of production and dissemination of program and department collateral for the purpose of ensuring effective community awareness of and/or engagement in SCOE services and programs.
- Creates educational programming that may be live streamed or broadcast on community access channel.
- Creates virtual tours of various SCOE programs, departments, and program sites.
- Creates safety videos for the purposes of SCOE staff training.
- Records or live streams SCOE presentations and events.
- Collaborates closely with the Information Services and Technology team to ensure that efforts are compatible and supported by the agency's infrastructure and digital content practices.
- Provides Audio-Visual installation and technical support including cameras, sound systems, projectors, computers, etc. and training to others in the use of the equipment as appropriate.
- May install audio-visual equipment for distance learning.
- Sets up and operates audio video systems at live events using equipment such as high-definition projectors, commercial projection screens, etc.
- Serve as an advisor for students with video production projects as appropriate.
- Serve as an advisor for the Career and College Readiness staff in the development of video production pathways as appropriate.
- Participates in a wide variety of meetings (e.g. professional associations, networks, workshops, seminars, conferences, etc.) for the purpose of conveying and gathering information regarding a wide variety of subjects required to carry out administrative responsibilities.
- Attends the Management Advisory Council (MAC).
- Utilizes creative means for marketing and promoting the district to the community.
- Prepares original, interesting, and informative videos.
- Creates content and posts to district social media.

## **Other Functions**

- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

## **JOB REQUIREMENTS AND QUALIFICATIONS**

- Minimum 5 years of experience in the use and support of multiple communications technologies along with an interest and ability to learn more of the same.
- Experience with videography and video editing and photography and photo editing.
- Experience with installation and management and provision of technical assistance for the use of audio-visual systems including hardware and software.
- Experience with recording and livestreaming of events.
- Experience with the recording and broadcast of instructional presentations for educators.
- Experience with the recording of lessons and virtual fieldtrips for students.

## **Responsibility**

Responsibilities include working independently under broad organizational guidelines to achieve unit objectives. Utilization of resources from other work units is often required to perform the job's functions.

## **Working Environment**

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling, frequent climbing and balancing, frequent stooping, kneeling, crouching, and/or crawling and significant fine finger dexterity. Generally, the job requires 80% sitting, 10% walking, and 10% standing. The job is performed under minimal temperature variations and in a generally hazard free environment.

## **Education and Experience**

Bachelor's degree from an accredited college or university with major course work in a field related to job description; or experience equivalent to education and experience in the following fields: journalism, communications, education. Licenses and other requirements: Must possess a valid California Driver's license.

## **SUPERVISION RECEIVED**

Directly responsible to the Executive Director Communication and Community Engagement.

**SUPERVISION EXERCISED**

Employees in this classification may supervise other staff members in the operational unit.

**PHYSICAL ACTIVITY REQUIREMENTS**

Work Position (Percentage of Time):

Standing (40%)      Walking (25%)      Sitting (35%) Body Movement

(Frequency): Body Movement (Frequency):

None (0)      Limited (1)      Occasional (2)      Frequent (3)      Very Frequent (4)

Lifting – lbs. (0-40)      Lifting (2)      Bending (2)

Pushing and/or  
Pulling Loads (2)      Reaching  
Overhead (2)      Kneeling or  
Squatting (2)

Climbing Stairs (2)      Climbing Ladders (1)