

JOB DESCRIPTION
January 2025

Placer County Office of Education
1400 W. Stanford Ranch Rd.
Rocklin, CA 95765

DIGITAL CONTENT SPECIALIST

General Purpose:

The Digital Content Specialist is responsible to the County Superintendent and works under the direct supervision of the designated manager(s). The Digital Content Specialist coordinates digital and video content for the Placer County Office of Education (PCOE) to ensure organizational values, objectives and goals are achieved.

Essential Functions and Responsibilities include the following. Other duties may be assigned as required:

- Under the direction of the Chief Communications Officer, is responsible for digital storytelling through video, audio, and graphic design mediums.
- Provides graphic design, photography and video production and editing for websites, mobile, streaming platforms and social media sites.
- Ensures digital content communications are consistent with established style, voice and branding protocols.
- Conceptualizes video themes, plans and directs assigned studio productions prepares and manages filming timelines, and coordinates logistical aspects for video shoots, both large and small.
- Plans and performs video post-production tasks which includes reviewing footage, making editorial decisions, video transcoding, rough cuts, audio adjustment, color correction, and final editing using computer-based software.
- Works with other internal departments and local school districts as needed conduct field-based video production which involves interacting with clients and operating all portable video and audio equipment; transporting and setting up lighting and audio equipment; providing limited troubleshooting and maintenance of field production equipment.
- Designs and produces print and digital materials, templates, layouts, flyers, forms, logos, event programs, certificates, newsletters, packaging, and other documents using professional page layout and graphic design software; oversees applicable style and accessibility guidelines for materials and publications; composes, edits, and proofreads copy for accuracy, grammar, punctuation, consistency, and formatting as outlined in the Communications Guidebook.
- Edits materials designed for internal and external communications for credibility, understandability, readability, format, style, content, grammar and composition.
- Travels to various sites and functions to conduct interviews and photograph students, teachers, administrators, staff, and the public; attends, photographs, videotapes, and reports on County Office-related events and activities; produces and edits prints, graphics, images and multi-media productions
- Supports effective responses to emergency/crisis situations by supporting the consistent flow of factual information to key audiences as directed.
- Responds to phone calls, emails, letters and other communications.
- Prepares necessary documents/training materials as needed.
- Performs other related duties as required.

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Minimum Qualifications:

Employment Eligibility:

- Successful candidate must provide proof of employment eligibility and verification of legal right to work in the United States in compliance with the Immigration Reform and Control Act.

Education:

- A Bachelor's degree in a related field is preferred.

Experience:

- The equivalent of 2-3 years of video production and graphic design experience.

Knowledge, Skills and Abilities:

- Principles, methods, and theory of media communication; professional video production procedures, practices, techniques, and terminology.
- Proper English usage, grammar, spelling, vocabulary and punctuation.
- Communicates effectively and maintains professional relationships with a diverse base of individuals.
- Relevant State and Federal laws, regulations and procedures.
- Intermediate level of standard software applications proficiency with an understanding of current video/photo formats such as Final Cut Studio and Adobe Creative Suite video editing software.
- Proper handling and troubleshooting of broadcast quality video production and post-production equipment and safety practices related to video production.
- Collaborate and support multiple stake holders including, but not limited to other PCOE departments, community agencies, school districts and other student and family groups.
- Operate standard office equipment including printer, copier and calculator.
- Advanced knowledge and understanding of graphic design and color theory principles.
- Creatively plan and translate abstract concepts into effective visual form.
- Plan and establish priorities and simultaneously perform a variety of duties.
- Work efficiently under stringent deadlines.
- Prepare and present clear and concise reports.

Required Testing:

- Applicants may be tested.

Certificates & Licenses:

- Must possess a valid California driver's license issued by the State Department of Motor Vehicles.

Clearances:

- Criminal Justice Fingerprint Clearance
- TB Clearance

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Work Environment:

- Work is performed in an office or school environment, and involves contact with staff, representatives or other agencies, and the community.

Physical Requirements:

- The usual and customary methods of performing the job's functions requires the following physical demands: occasional lifting, carrying, pushing and/or pulling; some climbing and balancing, some stooping, kneeling, crouching; reaching, handling, fingering and/or feeling.
- Manual dexterity to operate a telephone and enter data into a computer.
- Facility to sit at a desk, conference table or in meetings of various configurations for extended periods of time with or without reasonable accommodation.
- Facility to see and read, with or without visual aids, laws and codes, rules, policies and other printed matter, and computer screens and printouts with or without reasonable accommodation.
- Facility to hear and understand speech at normal room levels and to hear and understand speech on the telephone with or without reasonable accommodation.
- Facility to speak in audible tones so that others may understand clearly in normal conversations, in training sessions, and other meetings with or without reasonable accommodation.
- When applicable, facility to determine and differentiate colors with or without reasonable accommodation.
- When applicable, facility to drive an automobile or to arrange a consistent method of transportation.

Note: This list of essential functions and physical requirements is not exhaustive and may be supplemented as necessary.

FLSA Status: Non-Exempt

Employee Group: Classified

Salary Grade: 30.5

Reviewed and Approved:

Supervisor: _____

Human Resources: _____

Date: 1/6/25

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