

# Media Specialist

## Position Details

Class Code: 1050

Job Family: Visual/Printed Communications

Classification: Support Professional

Terms of Employment: [Pay Grade 57 on the Support Professional Salary Schedule](#)

FLSA STATUS: NON-EXEMPT

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## Position Summary

Under general supervision, researches, writes, designs, produces, and implements Clark County School District digital media, including videos, animated graphics, web and social media banners, commercials, radio advertisements, and photography. Also assists with coordinating the production of television programs and public service announcements (PSAs).

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## Essential Duties and Responsibilities

The list of Essential Duties and Responsibilities is not exhaustive and may be supplemented.

1. Creates, scripts, and produces television commercials, radio advertisements, promotional videos, and other digital media.
2. Manages digital content on District websites and social media platforms including but not limited to: ccsd.net, YouTube, Facebook, Twitter, Instagram, etc.
3. Attends District events to capture video and/or photography.
4. Establishes deadlines and provides scripts/storyboards for review prior to production of digital content.
5. Supports the Director with researching/developing marketing and promotional campaigns based on a designated target audience and in support of District goals.
6. Conforms to safety standards, as prescribed.

7. Performs other tasks related to the position, as assigned.
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## **Distinguishing Characteristics**

Involves a variety of tasks related to video production and multiple types of digital media.

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## **Knowledge, Skills, and Abilities (Position Expectations)**

1. Knowledge of software associated with video production and editing, sound recording and mixing, and digital versatile disc (DVD) authoring.
2. Knowledge of correct grammar and writing styles.
3. Knowledge of Mac and personal computer (PC) platforms.
4. Knowledge of programming logic and languages; ability to prepare, troubleshoot, and communicate with programmers for web, DVD, and other interactive media.
5. Knowledge of file types and formats associated with digital media.
6. Knowledge of pre-production preparation for radio and television commercials with regard to concept creation, scripting formats, storyboarding, budgeting, auditions, location scouting/management, and set design.
7. Knowledge of film production procedures; ability to communicate and assist on-set with various production departments.
8. Knowledge of post-production departments and procedures.
9. Knowledge of District departments and schools for cooperation in marketing campaigns.
10. Knowledge of production lighting techniques.
11. Ability to operate digital single lens reflex (DSLR) equipment to capture and record digital media.
12. Ability to work with video and recording crews to take marketing ideas from start to finish.
13. Ability to act as an executive producer when dealing with outsourcing or production of radio and television commercials or PSAs.
14. Ability to recognize errors and give approval during the different steps of post-production (including video rough cut, final cut, and post-production sound).
15. Ability to set up equipment and record, edit, mix, and master commercials for radio.
16. Ability to research new technology and equipment for purchase.
17. Ability to collect and analyze results from varied marketing attempts.

18. Ability to find District resources and coordinate efforts between several departments.
  19. Ability to research target audiences and needs to create promotional packages based on specific regions.
  20. Possess physical and mental stamina commensurate with the responsibilities of the position.
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## **Position Requirements**

### **Education, Training, and Experience**

1. High school graduation or other equivalent (i.e., General Education Development (GED), foreign equivalency, etc.).
2. Bachelor's degree from an accredited college or university in Media Arts (i.e., Advertising, Film, Commercial Art, Broadcasting, etc.) or a closely related field.
3. Two (2) years' experience in video and/or digital media production.

### **Licenses and Certifications**

1. A valid driver's license that allows the applicant/employee to legally operate a motor vehicle in Nevada. License must be maintained for the duration of the assignment.
2. Copy of driving history (dated within six (6) months from the date printed) issued by the Department of Motor Vehicles (DMV) at time of application or Qualified Selection Pool (QSP) placement and at time of interview prior to final selection.

### **Preferred Qualifications**

1. Experience working in an educational setting.
  2. Experience working with Adobe Suite.
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## **Document(s) Required at Time of Application**

1. High school transcript or other equivalent (i.e., GED, foreign equivalency, etc.).
  2. College transcript(s), from an accredited college or university.
  3. Copy of a valid driver's license that allows the applicant/employee to legally operate a motor vehicle in Nevada.
  4. Current copy of driving history (dated within six (6) months from the date printed) issued by the DMV.
  5. Specific documented evidence of training and experience to satisfy qualifications.
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## Examples of Assigned Work Areas

Clark County School District facilities, travel to and from schools, District office settings, and production locations.

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## Work Environment

### Strength

Medium - exert force of 20 to 50 lbs., occasionally; 10-25 lbs., frequently; up to 10 lbs., constantly.

### Physical Demand

Occasional climbing and crawling. Frequent sitting, standing, walking, pushing, pulling, stooping, kneeling, crouching, reaching, handling, and repetitive fine motor activities. Hearing and speech to communicate in person, via video conference and computers, or over the telephone. Mobility to work in a typical office setting and use standard office equipment. Stamina to remain seated and maintain concentration for an extended period of time. Vision: Frequent near acuity, occasional far acuity, and color vision. Vision to read printed and online materials, a Video Display Terminal (VDT) screen, or other monitoring devices.

### Environmental Conditions

Climate-controlled office setting with temperatures ranging from mild to moderate cold/heat. Exposure to noise levels ranging from moderate to loud for occasional to frequent time periods.

### Hazards

Furniture, office equipment, communicable diseases, chemicals and fumes (as related to specific assignment), and power/hand-operated equipment and machinery (as related to specific assignment).

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## Examples of Equipment/Supplies Used to Perform Tasks

District-issued/personal vehicles, computers, printers, scanners, copiers, laminators, telephones, calculators, fax machines, blotters, digital cameras, video cameras, web and media production software, DVD players, paper trimmers, etc.

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## **AA/EOE Statement**

The Clark County School District is proud to be an equal opportunity employer. The Clark County School District is committed to providing all applicants and employees equal employment opportunities without regard to race, color, religion, sex, gender identity or expression, sexual orientation, national origin, genetics, disability, age, military status, or other characteristics protected by applicable law. Here at Clark County School District, we are a diverse group of people who honor the differences that drive innovative solutions to meet the needs of our students and employees. We believe that through a culture of inclusivity, we have the power to reflect the community we serve.

## **Job Revision Information**

- Revised: 05/16/23
- Created: 08/22/06