

# Food Service Media Specialist

## Position Details

Class Code: 5111

Job Family: Food Service

Classification: Support Professional

Terms of Employment: [Pay Grade 54 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 digital media, including videos, animated graphics, web and social media banners, commercials, radio advertisements, and photography for the Food Service Department of the Clark County School District. Also coordinates the Food Service Department's public information program.

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## Essential Duties and Responsibilities

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

1. Conceptualizes, prepares, coordinates, and executes social media campaigns; conducts research and plans strategies to reach targeted audiences via various social media channels; creates engaging and interactive content of high production value and collects analytic metrics.
2. Monitors and assesses social media trends, tools, new platforms, innovations, and best practices; prepares implementation plans and tracks impact of social media initiatives.
3. Develops, monitors, moderates, and preserves social content across multiple platforms; manages the production of supporting digital media content including edited and live video streams, announcements, graphic displays, photographs, and other visual materials.

4. Collaborates with staff to develop creative concepts for video, web, and social media platforms.
  5. Participates in Food Service Department events and projects to capture photography and/or video; assembles and edits photographs and/or videotaped material to include sound or image effects, dialogue, music, and other elements; monitors video, audio, and image technical quality; maintains inventory of photographs and footage for projects.
  6. Provides photographic support for all Food Service Department special events and presentations, awards, ceremonies, and newsletter content.
  7. Organizes graphic arts projects from conception to completion; responsible for project planning and tracking, customer interface, workflow management, and print buying; coordinates with stakeholders to ensure product accuracy and overall quality.
  8. Develops, implements, and evaluates strategic public information and marketing programs for Food Service Department events and programs; continuously identifies new and innovative ways to promote programs and events; reviews survey results to gauge interest and gather feedback; performs trend analysis and analyzes historical marketing information to assist in developing innovative and effective strategies; advises stakeholders on alignment of marketing goals to achieve maximum visibility for events and programs.
  9. Supports the Food Service Department in public information activities and outreach; creates media communication plans including goal definition, target audience identification, strategies and tactics, communication vehicles, and measurements of success; creates and manages production of departmental collateral materials, provides information and obtains support for department activities.
  10. Coordinates, schedules, sets up, and attends Food Service Department events; coordinates event logistics and follows-up with key stakeholders.
  11. Conforms to safety standards, as prescribed.
  12. 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 for the Food Service Department of the Clark County School District.

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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 and management, and set design.
  7. Knowledge of film production procedures and 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 public service announcements.
  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. Associate degree in graphic arts, graphic design, computer graphics, fine arts, advertising, broadcasting, or a closely related field; or, Three (3) 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 current 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. Copy of a valid driver's license that allows the applicant/employee to legally operate a vehicle in Nevada.
  2. Copy of current driving history (dated within six (6) months from date printed) issued by the DMV.
  3. High school transcript or other equivalent (i.e., GED, foreign equivalency, etc.)
  4. College transcript(s), if applicable.
  5. Specific documented evidence of training and experience to satisfy qualifications.
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## Examples of Assigned Work Areas

Clark County School District Food Service Department, 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**

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 to 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: 06/02/23
- Created: 03/23/20