

STOCKTON UNIFIED SCHOOL DISTRICT
Human Resources Department

TITLE:	Communications Digital Media Producer	REPORTS TO:	Director, Marketing and Communications or designee
DEPARTMENT:	Community Relations	CLASSIFICATION:	Confidential
FLSA CLASSIFICATION:	Non-Exempt	WORK YEAR:	12 Month / 260 Days
BOARD APPROVED:	6/10/2025	SALARY RANGE:	Confidential Salary Schedule Tier 4 Range Q

BASIC FUNCTIONS:

The Communications Digital Media Producer will be responsible for creating engaging media content to promote district students and activities. The role involves producing high-quality videos and professional-quality photos, creating digital media content, and assisting in the development of marketing and branding strategies for district programs, the website, and social media.

SUPERVISION RECEIVED AND EXERCISED:

The Communications Digital Media Producer will receive direct supervision from the Director, Marketing and Communications or designee.

REPRESENTATIVE DUTIES:

(Incumbents may perform any combination of the essential functions shown below [E]. This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but is intended to accurately reflect the principal job elements.)

ESSENTIAL DUTIES:

- Edit and produce high-quality videos and photos, including highlight reels, profiles, and promotional content for website and other platforms. **(E)**
- Create and manage digital content, including photography, video production, and digital production for district social media and district websites. **(E)**
- Develop and execute strategic marketing and branding campaigns for school events. **(E)**
- Capture moments from academic activities, and other school events. **(E)**
- Ensure all content aligns with district policies and standards and adheres to any relevant regulations.
- Help with special events and activities to enhance public relations. **(E)**
- Serve as photographer and videographer for the district website and other publications. **(E)**
- Coordinate video production. **(E)**
- Produce content on the district website, including strategic placement of information. **(E)**

- Performs other duties as assigned that support the overall objective of the Community Relations Department. *(E)*
- Demonstrated ability to exercise discretion and maintain strict confidentiality regarding sensitive matters, including those involving personnel and students.
- Upholds a high standard of professionalism, ethics, and integrity during events and when representing the district.

OTHER DUTIES:

Perform related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Adobe Creative Suite (Photoshop, Lightroom, Premiere Pro, Illustrator).
- Photography, video production, and editing techniques.
- Managing social media platforms (Facebook, YouTube, Instagram, Twitter, TikTok, etc.) and using digital analytics tools to track engagement.
- Audio editing software (Audacity, Adobe Audition, Pro Tools).
- Videography, editing, and storytelling abilities.
- Visual design principles and the ability to create compelling and aesthetically engaging content.
- Professional video production and Sony camera systems, as well as a studio lighting setup.

Ability to:

- Handle multiple tasks and projects simultaneously
- Work under pressure and manage priorities/deadlines that are subject to frequent change to meet deadlines.
- Perform tasks both independently and as part of a collaborative team.
- Communicate effectively and build strong relationships with diverse internal and external stakeholders, including staff, students, and external audiences.
- Thrive in a fast-paced, dynamic work environment and adapt quickly to shifting priorities and demands.
- Work evenings and weekends to cover scheduled events and other school activities.

Education and Experience:

-Minimum of five years of professional experience in photography and videography production and editing; *and*

-Bachelor's degree in Communications, Marketing, Journalism, or a related field, *or* five years of additional experience in communications, digital media, or video production.

License, Certifications, and Other Requirements:

Fingerprinting through SUSD PD, Tuberculosis clearance.

WORKING CONDITIONS

Environment:

- Evening or weekend work will be required to support district events.
- Must be able to drive to off-site locations within the district and work both indoors and outdoors, sometimes in variable weather conditions.
- Exposure to typical office noise as well as occasional louder environments such as school assemblies, performances, or athletic events.
- Must be able to adapt to changing locations, lighting, and environmental conditions while capturing high-quality content.
- Interacts with a wide range of individuals, including students, staff, parents, and community members, in a fast-paced environment.

Physical Demands:

Employees in this position must have/be able to:

- Ability to sit or stand for extended periods while editing video or working at a computer workstation.
- Must be able to lift, carry, and transport video and photography equipment (up to 30 pounds).
- Requires the ability to bend, kneel, crouch, and reach in order to take video or photos and to set up cameras, lighting, and sound equipment at various locations.
- Manual dexterity and visual acuity are required for operating cameras, editing software, and using various production tools.