

## **AUDIO-VISUAL AND SOCIAL MEDIA COORDINATOR**

**DISTINGUISHING FEATURES OF THE CLASS:** This position has responsibility for coordinating school and community events in the school auditorium, theaters, and cafetorium's and manages the social media messaging including the creation of audio-visual content for social media in collaboration with the BOCES Public Information Coordinator and the district administration. The incumbent will conduct maintenance and troubleshooting of job-related equipment and facilities. Responsibilities also include creating procedures and systems for using equipment and facilities, training others to follow those procedures, monitoring social media and responding to questions, complaints, and/or misinformation with factual and accurate information. Work is performed under the general supervision of the School Superintendent. Although supervision is not a function of this position, the incumbent directs the work of subordinate staff assigned to various projects. Does related work as required.

### **TYPICAL WORK ACTIVITIES:**

Sets up, operates, and maintains audiovisual equipment for events, meetings, and conferences, including cameras, microphones, and soundboards;  
Provides real-time technical support and troubleshoots issues with equipment during live events and livestreams;  
Stays up-to-date with emerging digital media technologies, industry trends, and social media algorithms;  
Coordinates the development and distribution of information to the community regarding department events, community programs, and public information;  
Plans, designs, and coordinates materials and activities on social media and other web-based platforms;  
Receives and responds to complaints and inquiries from the public on social media;  
Assists in the research, writing, and coordinating of reports or informational publications regarding the district;  
Works with the district administration to develop messaging for targeted audiences;  
Manages audio-video and publication projects to ensure they are completed on time, within the designated budget, and to the agreed upon specifications for quality;  
Develops presentations of various types and on a variety of media;  
Takes video (including streaming video) of special school activities and events, ensuring smooth execution and delivery of live audio productions;

## **AUDIO-VISUAL AND SOCIAL MEDIA COORDINATOR-cont'd**

Conducts interviews with video and/or audio to capture authentic and meaningful content;

Edits photos and video quickly and effectively to provide quality shots/clips for printed and electronic communications;

Creates and edits short videos using a variety of social media platforms to share video content with a wider audience;

Develops and pitches story ideas, creatively captures compelling visuals to tell cohesive and engaging stories through photos, video, and/or audio;

Provides photography and video support for internal stories and publications, capturing visuals that align with the communication goals of the school district;

maintains an archive to ensure easy retrieval of visual, audio, and audiovisual content;

Stays updated with the latest trends and practices in photography and videography, and applies them to improve the quality and impact of visual content;

Works with the Facilities Department and building administrators to maintain an online calendar of events taking place in the district's auditoriums and other spaces in which specialized audio-visual equipment is used;

Performs simple, routine preventative maintenance and repair of photography/videography equipment, sound and lighting equipment, and stage equipment (including curtains and flys);

Prepares and maintains a variety of records and reports concerning the usage of the auditorium facilities and audio-visual, sound, lighting, and stage equipment;

Ensures that audiovisual booths, auditorium, and stage (including back stage on the catwalks) are neat, well-organized, and well maintained;

Oversees and maintains a database for tracking inventory repair, and loans of audio-visual, lighting, sound, and stage equipment;

Schedules A-V specialists and CPR-certified individuals for special events taking place after school hours.

Responds to troubleshooting requests regarding issues with audio-visual, sound, lighting, and stage equipment during and outside regular school hours;

Provides training in the use of audio-visual, lighting, sound, and stage equipment to A-V tech specialists, teachers, administrators, students and others to ensure proper operation;

## **AUDIO-VISUAL AND SOCIAL MEDIA COORDINATOR-cont'd**

Develops processes and procedures for using audio-visual, sound, lighting, and stage equipment including guidelines for how the equipment should be arranged and configured when an event is done;

Coordinates with the music teachers, musical directors, and other staff who use the auditoriums regularly.

### **FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:**

Thorough knowledge of stage mechanical, light, and sound equipment;

Thorough knowledge of social media strategies and interpreting social media metrics;

Thorough knowledge of principles and practices of public relations;

Thorough knowledge of the programs, policies and procedures of the agency;

Good knowledge of computerized stage lighting, video, and sound reinforcement systems;

Good knowledge of methods of producing, publishing and distributing printed informational material;

Working knowledge of technological literacy including web-designs and digital publications/photography;

Working knowledge of the basic concepts and terms used in printing layout and design;

Working knowledge of photography; Ability to edit video, sound, and images;

Ability to communicate effectively both orally and in writing;

Strong time management skills;

Ability to interpret and analyze complex written and verbal information;

Ability to communicate effectively both orally and in writing;

Ability to express oneself clearly and concisely;

Ability to direct the work of personnel assigned to various projects;

Ability to establish and maintain effective working relationships within the district, the community and vendors;

Ability to operate a personal computer as well as the various software used to achieve the district's public information goals and objectives;

Skill in preparing material for publication and/or presentation;

Skill in public speaking techniques;

Resourcefulness; Good judgment; Initiative.

## **AUDIO-VISUAL AND SOCIAL MEDIA COORDINATOR-cont'd**

### **MINIMUM QUALIFICATIONS:**

- A) Possession of a Bachelor's degree or higher in public relations, journalism, communications, media production, or digital media; OR
- B) Possession of an Associate's degree in public relations, journalism, communications, media production, or digital media; and two years of experience in public relations, media production, or social media management; OR
- C) Graduation from high school or possession of an equivalency diploma and four years of experience in public relations, media production, or social media management.

**NOTE:** Your degree must have been awarded by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of education. If your degree was awarded by an educational institution outside of the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the internet at <https://www.cs.ny.gov/jobseeker/degrees.cfm>. You must pay the required evaluation fee.