



# IRVINE UNIFIED SCHOOL DISTRICT

## WEB/DIGITAL MEDIA DEVELOPER

### DEFINITION:

Under the supervision of Education Technology Coordinator, provides support in the design, development, delivery, update and maintenance of websites for programs, projects, departments and schools within the District; interprets and applies District publishing and communications standards to support the use of online resources; records, edits, produces and distributes videos, graphic resources and publications; provides communication and support to school site liaisons for related activities.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

- Designs, updates and manages web content on District supported websites and web-based delivery systems and services.
- Interprets and applies District and industry standards for quality website design, accessibility, website compliance standards and data confidentiality.
- Interprets and applies District publishing and communications standards to create and organize curricular, professional development and other content to support the use of online resources.
- Coordinates the development and delivery, and distribution of video production projects, including filming, editing and revising.
- Creates videos for internal and public communications promoting assigned programs and District values; updates and manages video repository.
- Develops digital graphics and templates for web and print publication.
- Develops and designs print materials including District initiatives, letterheads, logos, infographics and digital presentations.
- Assists with designing and organizing District intranet for new layout and design according to District needs.
- Documents project needs and establishes priorities, timelines and processes for completion of District web development and video production projects.
- Assists with photography needs at the District office and school sites for special events as assigned.
  
- Modifies and organizes photos and assist with the implementation of photos in assigned projects.
- Provides support to website and video contributors; provides communication and support for liaisons at school sites as assigned.
- Coordinates web, printed and video material to ensure consistency in style, tone and quality of content for assigned programs and initiatives.
- Actively reviews and evaluates websites related to design and content standards; makes recommendations to site and program owners for improvements and facilitates changes.
- Supports and maintains systems for posting and updating web material and video content.
- Communicates with various internal contacts including various departments, school sites and personnel and outside contacts including vendors and outside agencies to exchange information, coordinate activities and resolve issues or concerns.
- Operates a variety of job-related equipment including cameras, video cameras, microphones, a computer and assigned software.
- Participates in special projects related to assigned activities as required.
- Performs other duties as assigned.

### QUALIFICATIONS GUIDE

#### Knowledge of:

- Website design, graphic design and marketing practices.
- Applicable laws, rules and regulations related to assigned activities.
- Content management solutions for website maintenance and video distribution.

- **Strategies for building effective online professional learning resources.**
- **Print publication processes and workflows.**
- **Video Production hardware tools and software including cameras, lighting, audio recording and nonlinear editing systems and production workflows.**
- **Techniques for producing and editing videos.**
- **Current internet media and social network trends.**
- **Interaction effects and differentiation necessitated by varied browser and computer operating systems.**
- **PC and Mac operating environments.**

**Ability to:**

- **Analyze, design, develop and maintain internet websites.**
- **Apply marketing, design and communication practices to produce online and video content.**
- **Test and apply new internet hardware and software applications and systems as assigned.**
- **Coordinate various aspects of video production projects including planning and pre-production, recording on location, post production editing, publication and broadcasting.**
- **Illustrate and produce original digital graphics based on defined client criteria.**
- **Understand internet terms and processes.**
- **Communicate effectively in both oral and written form.**
- **Coordinate projects and provide technical assistance to staff and clients.**
- **Develop and meet project timelines and priorities.**
- **Plan, organize and control assigned projects.**
- **Establish and maintain cooperative and effective working relationships with others.**
- **Solve practical problems and deal with a variety of variables.**
- **Interpret a variety of instructions in written, oral, diagram or schedule form.**
- **Operate a variety of job-related equipment including a computer and assigned software.**

**EDUCATION/EXPERIENCE:**

**Any combination equivalent to: graduation from high school and college level coursework in Marketing, Communications, Web Design, Computer Science, Management Information Systems or a related field. Three years of progressively responsible experience in website design, video filming and video editing.**

**LICENSES AND OTHER REQUIREMENTS:**

- **Some incumbents may be required to possess a valid California Class C driver license.**

**PHYSICAL DEMANDS:**

**The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.**

- **Sitting, standing and walking for extended periods of time.**
- **Hearing and speaking to exchange information.**
- **Dexterity of hands and fingers to operate a computer keyboard and assigned equipment.**
- **Lifting, carrying, pushing and pulling light objects up to 10 pounds.**
- **Seeing to view a computer monitor.**

**WORK ENVIRONMENT:**

**Indoor office environment. The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.**