



Little Rock School District

JOB DESCRIPTION

Position Title: Writer-Producer/ Graphic Design Specialist- Communications

Prepared Date: 01/11/2022

JOB GOAL:

Collaborate with district staff to provide technical writing in storyline development, video production, programming and logistics, and professional graphic design including, but not limited to camera-ready prepress layout of printed and electronic materials to support the need of communications and marketing throughout the Little Rock School District.

TERMS OF EMPLOYMENT:

Twelve (12) month (245 days) contract, Pay 802 Grade 16, plus benefit package. NOTE: Precise placement within the salary range will be determined based upon education and experience. **FLSA: Non-Exempt**

QUALIFICATIONS:

1. Bachelor's degree in journalism, public relations, graphic arts, or a related field.
2. Must have at least five years minimum related work experience in graphic design.
3. Demonstrate excellent writing skills for professional publications and print designs.
4. Must demonstrate creative skills in combination with computer savvy in order to produce works of digital art: design programs such as Adobe Suite 6, work on digital photos with Photoshop or other photo editing software, Desktop publishing, etc.
5. Writer-producer skills are desired with a firm grasp of the story-telling process and how to weave natural sound, video, and script together to tell a compelling story.
6. Ability to utilize good time management skills and the ability to balance a variety of projects simultaneously. Commitment of time outside the regular workday schedule to meet necessary deadlines, complete job assignments, and maintain customer satisfaction.
7. Must have immediate transportation to be able to go to school sites and other locations to help create educational programming for LRSD.

ESSENTIAL DUTIES & RESPONSIBILITIES:

The following statements of duties and responsibilities are intended to describe the general nature and level of work being performed by individuals assigned to this position. These statements are not intended to be an exhaustive list of all duties and responsibilities required of all personnel within this position.

1. Assist in the development and evaluation of comprehensive communications/operations functions, providing strategic development, production, writing and editing of various district printed and electronic publications. Apply tactical knowledge to improve communications strategies that are understood by broad audiences.



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2. Assist in operations for TV programming and video production. Work with the video production producer with content experts to directly support student achievement.
3. Design brochures and professional publications. Duties include scanning and scaling of images, creating clipping paths and masks, image airbrushing and touch-ups, cropping, creating illustrations, font selection, locating and selecting photographs, images and clipart from stock photography organizations. Shoot photographs, for use in print and electronic projects. Additional duties related to graphic design include listening to the customer needs and determining the correct printing method to conform to customer budgetary requirements. Identify correct paper type, press and bindery functions, etc.
4. Provide a wide variety of materials (e.g. district publications, newsletters, websites, booklets, staff directories, planners, calendars, brochures, posters, etc.) for the purpose of creating aesthetic materials for presentation and/or distribution, providing support materials ore requested actions, and meeting compliance requirements.
5. Work with external vendors to determine price quotes, printing schedules, coordinate prepress requirements, and adhere to strict timelines in completion of various projects required in the communications Office.
6. Attend district-wide meetings/events, school based meetings/events, and community meetings/events to gather and disseminate information about the district as requested.
7. Provide assistance regarding website maintenance and social media updates.
8. Maintain professional appearance that reflects positively on the district and the communications office.
9. Answer phones for communications department as necessary and perform other job related duties as assigned.

Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the incumbent will possess the abilities or aptitudes to perform each duty successfully. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

Mental Functions, Physical Requirements, and Working Conditions:

While performing the duties of this job, the employee is regularly required to sit, stand, walk, go up and down stairs, operate foot and hand controls, and use a telephone and write. Occasionally the employee must lift and/or move up to twenty (20) or more pounds. This position requires accurate perceiving of sound, near and far vision, depth perception, handling and working with educational materials and/or objects, and providing oral information. Must have the ability to work for the duration of the daily contracted time period, and to be physically present and at assigned work, with only infrequent unexcused absences, during the contract year. Additional technical skills, knowledge, and abilities may be recommended by immediate supervisor and approved by the Human Resources Director.