

HUMAN RESOURCES

WORCESTER PUBLIC SCHOOLS
WORCESTER, MASSACHUSETTS

JOB DESCRIPTION

SUBJECT: TV PRODUCTION/COMMUNICATIONS – PART-TIME MEDIA SPECIALIST

REPORTS TO: Information Technology Officer and Channel 11 Producer
in collaboration with Superintendent and Senior Leadership Team

ANTICIPATED START DATE: Immediate Opening

ACCOUNTABILITY OBJECTIVE:

The TV Production/Communications Specialist is responsible for supporting district communications via Channel 11 and other internal and external stakeholders, to ensure that Worcester Public Schools families, students, staff, partners, and other constituents are informed about and engaged in district priorities, policies, practices, challenges, and celebrations.

PRINCIPLE RESPONSIBILITIES:

1. Create, assist with, and produce programming for Channel 11, both in studio and in the field.
2. Edit raw audio/video footage into television, documentary, instructional programs.
3. Support the development and implementation of a detailed and comprehensive public relations plan for the District.
4. Monitor and support the district's external website, public access station, and on-line resources to ensure accuracy, consistency, and synergy with the Public Relations Plan.
5. Support the development and implementation of the short and long-range communications strategies for improving public understanding of the Worcester Public Schools efforts to improve academic achievement among all students.
6. Develop media campaigns centered on the accomplishments of district students, programs, and staff.
7. Collaborate with and provide training and technical support to schools and central office staff about communication with media, families and school communities, including crisis communications during emergency situations.
8. Assess and respond to the information needs of internal and external customers of the Worcester Public Schools.
9. Develop and/or promote high-visibility activities and programs that focus positive public attention on the school district and its programs.
10. Support the development and production of content for high-quality brochures and other informational printed materials related to school/community communications.
11. Establish and maintain positive media relations (print and electronic, local, national and industry outlets) through sustained professional contact that is consistently open and credible.
12. Performance of other job-related duties as assigned.

REQUIRED QUALIFICATIONS:

1. Five (5) years' experience in the public relations/communications field at varied levels and with increasing responsibility or 5 plus years' experience in print and/or electronic journalism.
2. Demonstrated ability to advise and negotiate comfortably with individuals at all levels of the organization.
3. Ability to advocate with other government agencies on behalf of the district.
4. Ability to prioritize competing demands.
5. Excellent writing, editing and verbal communication skills, especially in communicating complex policies and practices to varied audiences.
6. Advanced skills in communicating with the media.
7. Must have a working knowledge of television, film or video production.
8. Demonstrated experience in studio work and operation, playback, field production and non-linear editing.
9. Must be able to lift 40 lbs.
10. Reliable vehicle transportation.

PREFERRED QUALIFICATIONS:

1. College degree in Journalism, Communications, Marketing or a related field.
2. Familiarity with urban education issues.
3. Understanding of community relations, preferably in the City of Worcester.
4. Experience producing publications, such as flyers, newsletters, reports, etc.
5. Skills in graphic design and desktop publishing and digital camera hardware and software.
6. Working knowledge of web communication, including content management systems and social media.

HOURLY RATE: This is a part-time school-year position. The hourly rate is \$30.00 - \$38.00 depending upon experience. The maximum hours per week is 19.5. This is a school year position (end of August to mid-June with specific dates based upon the school calendar). There are no benefits. This is a non-represented position.

DRUG EDUCATOR (Licensed Alcohol and Drug Counselor I)

REPORTS TO: Director of School Safety

PRINCIPLE RESPONSIBILITIES:

1. Provides instruction to secondary school students (grades 7-12) with a focus on awareness and abuse prevention of alcohol and other drug issues.
2. Coordinates health education activities in the school community with a focus on alcohol and other drug issues.
3. Provides individual and small group health counseling for students as appropriate with a focus on alcohol and other drug issues.
4. Assists in the development and modification of appropriate health curriculum materials.
5. As a member of the student services team works with other support staff and teachers to address the individual needs of students.
6. Develops and implements parent education programs.
7. Acts as an advisor for peer education efforts and student directed community service projects.
8. Provides in-service education programs for teachers and other school staff on alcohol and other drug issues.
9. Works with teachers across disciplines to integrate health content into a broad range of subject areas.
10. Assists in the evaluation of program effectiveness.
11. Performs other functions as assigned

QUALIFICATIONS:

- Master's Degree in Behavior Science with at least 18 graduate credits in counseling
- MA DESE license in Health
- Commonwealth of MA license as LADC I
- Experience in diagnostic assessment of, and intervention in, alcohol and other drug issues
- Experience in drug or alcohol counseling

PREFERRED QUALIFICATIONS:

- Experience working with children from multicultural and multilingual families
- Ability to speak Spanish, Portuguese, Arabic, Vietnamese, Albanian, or Twi
- Knowledge of community resources

SALARY and **WORK YEAR** per the Unit A collective bargaining agreement.