

PLEASE POST



Personnel Commission
CLASSIFIED POSITION ANNOUNCEMENT
MULTIMEDIA SPECIALIST

An Equal Opportunity Employer

SALARY:

Step 1: \$44.00 – Step 5: \$53.52 (Hourly)
Step 1: \$7,627 - \$9,276 (Monthly, Full-Time)

FILING DATE:

The District Classified application and supplemental form must be submitted to the Personnel Commission Office prior to **March 4, 2024, 4:30 PM.**

SELECTION PROCEDURE:

This is an **OPEN** recruitment to establish an eligibility list and fill a vacancy. The eligibility list will be used to fill permanent vacancies which may occur during the life of the eligibility list.

This position is full-time, 12 months per year.

The recruitment process will consist of a written and/or performance examination and an oral technical interview, which are **tentatively** scheduled for the weeks of **March 5-15, 2024**. Qualified applicants will be notified by US mail or email.

POSITION INFORMATION

BASIC FUNCTION:

Under the direction of the Director-Communications and/or Manager-Information Services, design, develop, update and troubleshoot new and existing multimedia including video, printed materials, websites and various social media for the District; ensure high quality, accessibility, integrity, consistency and accuracy of the content of District online resources, all while maintaining an appealing aesthetic that best represents the District's established brand. This position works with school sites and departments to oversee the accuracy and quality of the District and sites' visual presence both online and in printed materials. (See attached for a complete job description.)

EDUCATION AND EXPERIENCE:

Any combination equivalent to: Bachelor's degree in web design, computer science, software engineering or closely related field. Two years of experience in web design, social media marketing or graphic design.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license. Employees in this classification must maintain insurability at the District's standard rate during the term of employment.

EQUAL OPPORTUNITY, TITLE IX, AFFIRMATIVE ACTION EMPLOYER

The Torrance Unified School District does not engage in any employment practice that discriminates against an employee or applicant for employment on the basis of actual or perceived race, color, ancestry, national origin, religion, creed, age, disability (mental or physical), sex, gender (including pregnancy and childbirth), sexual orientation, gender identity, gender expression, medical condition, genetic information (including family and medical history), marital status, political affiliation, military and veteran status, or retaliation; or on any other basis as protected by state, federal or local law, ordinance or regulation, in its educational program(s) or employment. No person shall be denied employment solely because of any impairment which is unrelated to the ability to engage in activities involved in the position(s) or program for which application has been made. If you need a reasonable accommodation to participate in the hiring process, Torrance Unified will provide you with one upon notice.

Torrance Unified School District Personnel Commission

This is a summary of information related to our recruitment, selection and employment practices. The stated requirements represent only the minimum required and do not guarantee qualification for examination or placement on an eligibility (hiring) list. The provisions of this bulletin do not constitute an expressed or implied contract. Any provision of this bulletin and the job description may be modified or revoked at any time without notice. For more detailed information, check with the TUSD Personnel Commission Rules and Regulations that are incorporated by reference.

RECRUITMENT AND SELECTION

APPLICANT PROCEDURE: Information you supply will be subject to review and verification. PLEASE PRINT LEGIBLY. All application material must be received on or before 4:30 p.m. on the posted deadline date. The Personnel Commission shall assume no responsibility for late notice, delays, or non-delivery due to mail or e-mail service. POSTDATED APPLICATIONS ARE NOT ACCEPTABLE. Resumes are NOT accepted in lieu of a completed District application form. After your application has been reviewed and you appear to meet the employment qualification standards, you will be invited to participate in an examination process as described below. Your application will be accepted only if it is complete and you meet minimum requirements for the position.

CONVICTION RECORD: If you have EVER BEEN CONVICTED OF A MISDEMEANOR AND/OR FELONY OR BEEN CONVICTED OF ANY CRIME UNDER ANY NAME regardless of any subsequent court action or dismissal or expunging of records, you will be required to provide CONVICTION information regarding type of conviction, the type of crime, date and place and circumstances and results of all cases. Give a COMPLETE report of all offenses. A conviction will not automatically prevent you from being considered for hire, but not reporting the conviction is falsification of your application.

EXAMINATION PROCESS: This may consist of any of the following parts: 1. A supplemental evaluation of training and experience. The evaluation is individually and independently conducted by two members of a committee. 2. A written examination of technical knowledge, skills, and abilities. It may cover any subject matter appropriate to the duties of the position and/or subject matter required to meet specific federal and state proficiency. 3. An oral examination, or its equivalent, to assess and verify your qualifications, education, experience, training, and suitability for service. The oral examination will be conducted by an oral interview panel composed of subject matter experts. You must achieve a weighted passing score of 70%. Oral interviews are required by California Education Code to be **TAPE RECORDED**. 4. Other examination processes which the Personnel Commission Office determines to be related to the job may also be administered. The Director – Personnel Commission determines passing score and assigns relative percentage weight to each part of examination.

Candidates must be on time to every examination since we cannot admit anyone after their scheduled time. Attendance will be at the candidate's expense.

Once on the eligibility list, ensure that you return calls no later than 4:00 p.m. on the next business day after you receive a call for availability for certification from the Personnel Commission. Failure to call will result in your name not being included in a certification list and removal from the eligibility list. It is the candidate's responsibility to notify Personnel Commission of change of address/phone number for contact.

NOTIFICATION OF EXAMINATION AND EXAM RESULTS: Candidates are typically notified by email or U.S. Mail of the time and place of examinations. Examination results are sent out as soon as possible following grading and compilation of scores. Examination scores are NOT given over the phone.

PROTEST PROCEDURE: A protest of any part of an examination must be in writing, and must be submitted during the five day review period, or received in the office of the Director-Personnel Commission no later than the fifth working day following the day candidates' exam results are emailed/mailed. Any protest must include rationale to support the protest.

ELIGIBILITY LIST: An eligible list of candidates will be based on the scores received on the examinations administered. Final selection of appointees will be made from the top THREE RANKS of certified eligibles on the list, along with others such as transfer eligibles, reinstatement eligibles, etc. Any one of the people certified may be appointed to the vacant position, and the names of the persons not selected are returned to their respective eligibility list to be considered for the next vacancy. Lists typically remain in effect for one year, or until there are less than three ranks who are willing and available to accept appointment. Eligibility lists may be extended for up to one additional year.

LONGEVITY PREFERENCE: Longevity credit shall be added to the final passing scores of candidates who have permanency with the District as follows: .5 points for service through the first year but less than two (2) years of service and .5 points thereafter for each completed year with a maximum of three (3) points.

VETERANS PREFERENCE: If the front of this announcement indicates that the examination is being held for an OPEN recruitment, veterans of war service may obtain an additional five (5) points and disabled veterans an additional ten points added to their composite score by submitting proof of veterans status in the form of a DD-214 to the Personnel Commission Office at the time of application. These are the dates that are applicable: WWII - 12/07/41 to 12/31/46, Korea - 06/27/50 to 01/31/55, Viet Nam - 08/04/64 to 05/07/75, Persian Gulf - 08/02/90 to 02/28/92, and Global War on Terrorism - 9/11/01 to present. These points are added to the scores after an applicant obtains a passing score overall for initial employment ONLY.

DISABILITY ACCOMMODATION: By law, we are not permitted to ask if you have a protected disability. If you require special accommodations, it is your responsibility to submit written request from your medical professional at the time of application filing to the Personnel Commission staff so that accommodations may be arranged to meet your requested medical needs.

EMPLOYMENT

State law requires all of our employees to swear or affirm allegiance to the United States and the State of California, and to be finger-printed for the purpose of conducting a confidential background investigation and record check of criminal, military or civil convictions. The Personnel Commission staff may obtain confidential references from your former employer(s). TUSD is a drug, alcohol, smoke, harassment free and diversity-driven work environment.

TUBERCULOSIS AND/OR PHYSICAL EXAMINATION: As required by state law, you must provide a medical release, signed by a medical doctor within the previous 60 days prior to your employment which shows you have a negative TB test result. We can provide you with local agency addresses upon request. It is to your advantage to get and keep your TB test result current, which will help avoid delays if you are offered employment. The results from an intradermal Mantoux or a chest x-ray are acceptable. A tine test is not. We require a physical examination of all new employees which may include a urine sample.

RIGHT TO WORK: ALL NEW EMPLOYEES MUST HAVE A PHOTO ID AND SOCIAL SECURITY CARD, or legal equivalent, at the time they are employed. Non-citizens may be employed if they have an authorizing Alien Registration Card, or can otherwise prove their right to work under federal law.

SAFE DRIVING RECORDS/STANDARDS: An acceptable safe driving record is defined as no more than five moving violations or two avoidable accidents within the past three years; nor any violation of driving while under the influence, intoxicated or reckless driving in the past five years.

OFFICIAL OFFERS OF EMPLOYMENT: Official offers of employment are made by Human Resources and are subject to satisfactory completion of ALL the pre-employment processing including such things as physical, TB clearance, fingerprinting, Oath of Office, resolution of any appeals or protests, proof of eligibility to work in the United States, and so forth, and approval by the TUSD Board of Education.

BENEFITS: As earned by a regular classified employee working at least 50% or more are as follows:

VACATION AND SICK LEAVE: One (1) day of vacation and one (1) day of sick leave are earned for each month worked. These benefits are prorated for part-time employees. Employees are not eligible to use vacation until the probationary period has been completed.

HOLIDAYS: Thirteen (13) paid holidays per year.

PERSONAL NECESSITY LEAVE: Up to seven (7) days of leave are available for certain emergencies (deductible from sick leave).

BEREAVEMENT LEAVE: Up to five (5) days of leave and an additional three (3) days for out-of-state travel or necessary travel beyond 500 miles of the District (as measured by the shortest land route).

INSURANCE: The District provides health, dental and vision benefits for all permanent full-time and part-time (20 hours or more per week) employees. Basic Life Insurance is mandatory provided through Lincoln Financial Insurance. The employee may choose between three health care plans, two dental plans and one vision care plan. Dependents may be covered in the same plans selected by the employee, at the employee's expense.

PART-TIME EMPLOYEES: Less than 50% time employees, while eligible for earned vacation, holiday pay, sick leave and similar benefits on a pro rata basis, are NOT eligible for the health and insurance package.

RETIREMENT: Classified employees are members of the Public Employees Retirement System (PERS). Approximately 7% of the employee's salary is contributed to the System while the District's fair share is determined by the state. Retirement may be taken after reaching age 50 and five (5) years of service. Service earned on or after January 1, 2013, then you must be at least age 52 to retire. Upon resignation, the employee's contribution only is refundable. Mandated alternate retirement plans are available to part-time employees who are not eligible for PERS.

PROBATIONARY PERIOD: All classified employees serve a probationary period of 130 days of active service. For positions designated as executive, administrative, or supervisory, the probationary period shall be 260 days of paid regular service in one classification.

SALARY INCREASES: Salary increases are granted based upon satisfactory performance at the end of probation and annually thereafter for the following three (3) years. Longevity increments are given after ten (10), fifteen (15), and twenty (20) years of active service.

TORRANCE UNIFIED SCHOOL DISTRICT

CLASS TITLE: MULTIMEDIA SPECIALIST

BASIC FUNCTION:

Under the direction of the Director-Communications and/or Manager-Information Services, design, develop, update and troubleshoot new and existing multimedia including video, printed materials, websites and various social media for the District; ensure high quality, accessibility, integrity, consistency and accuracy of the content of District online resources, all while maintaining an appealing aesthetic that best represents the District's established brand. This position works with school sites and departments to oversee the accuracy and quality of the District and sites' visual presence both online and in printed materials.

REPRESENTATIVE DUTIES:

The classification specification does not describe all duties performed by all incumbents within the class. This summary provides examples of typical tasks performed in this classification.

Design, publish and update new and existing websites and pages for the District; provide continuity of the District's website including site organization, layout, programming, development and marketing; maintain confidentiality of sensitive and privileged information. E

Ensure search engine optimization through proactive search engine optimization (SEO) coding and tagging to drive traffic to the site; establish links with other appropriate websites; respond to user expectations for change and dynamic publishing. E

Utilize web analytics services such as Google Analytics to track, review and create reports on web and social media traffic, usage and engagement; recommend adjustments to increase visibility. E

Develop, create and edit graphics, multimedia, layouts, illustrations, photography and logos using editing tools. E

Produce, create, edit and manage video content for websites, social media platforms, presentations and other materials, as needed using editing tools. E

Integrate embedded and linked multimedia assets, including video, sound and animation into page designs and layouts. E

Maintain an archive of images, photos, videos, logos, templates and previous work products to create an accessible collection of communication materials for districtwide use. E

Utilize knowledge of print quality, material options, digital sizing and print-ready files and formats to work in coordination with print houses to ensure production of communication projects such as banners, signage, mailers and marketing materials. E

Utilize content management systems to plan out content, timelines and templates to post consistent, high quality content on District's social media platforms; interact with and monitor all social media content to share appropriate posts to main pages and elevate issues and complaints for appropriate and timely response. E

Collaborate with school staff to utilize centralized data and waivers to research, certify and maintain photo release information for all subjects featured in communication materials. E

Utilize web programming language and code website content manager systems to manage website content when updates or changes are necessary. E

Troubleshoot user interfaces, content, links, website flows and perform appropriate tests and/or use customer feedback to make corrections. E

Develop and validate procedures and rolling audits to evaluate and test website to ensure validity, proper structure, industry standards, ADA compliance, alignment with Board requirements and compatibility with various browsers, devices and operating systems; work with ETIS to ensure that all technology supporting the websites are operating correctly

Assist in the evaluation of new software applications to maintain District technologies are current; participate in a variety of meetings and committees regarding designing, developing and implementing web-based applications to promote District programs and activities; make recommendations regarding website standards; develop proposals and timelines for completion of website projects. E

Meet with management, internal departments, program teams and users to implement a strategic communication process utilizing the researching, planning, implementation and evaluation (RPIE) model to prioritize communication needs, develop content criteria and appropriate online communication tools, create timelines and workflow for communication plans to resolve usability issues and reach solutions. E

Serve as lead, trainer and troubleshooter to provide direct support to department and school sites; encourage schools and departments to develop and maintain active websites and social media platforms that align with District branding and communication guidelines; consult with District staff and departments regarding development and maintenance of consistent and professional departmental school website and social media. E

Train school sites and departments to use applications and layout programs to maintain, edit and post content on webpages, online applications and social media platforms. E

Maintain records and prepare consistent reports regarding communication project achievements, statistics regarding user views engagement and interaction. E

Participate in emergency communication planning and support; implement web-based and social media emergency alerts, disseminate information and respond to inquiries; support District response as assigned. E

Responsible for self-development and keeping up to date on current research, trends and best practices relevant to the area of responsibility. E

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

FTP/HTTP concepts and technologies and content management systems.

Website ADA compliance regulations.

SEO best practices and tools.

Troubleshooting strategies for PC and Macintosh platforms and internet browsers and versions.

Principles of training supporting, and assisting.

Web authoring tools including current web languages.

Social media posting platforms such as Meta.

Project management methodologies and concepts.

Principles of database structures.

File size and image compression.

Professional printing processes including sizes, materials and file formats.

Graphic creation and manipulation tools.

Technical aspects of field of specialty.

Oral and written communication skills.

Operation of standard office equipment including a computer and assigned software.

Interpersonal skills using tact, patience and courtesy.

Correct English usage, grammar, spelling, punctuation and vocabulary.

PC and Macintosh operating environments.

ABILITY TO:

Design, publish and update new and existing websites and social media.

Apply web programming languages and technologies.

Design and publish user-friendly web pages, forms, surveys, presentations and social media content.

Design graphics and media for use online.

Train and assist users on web applications and online communications, concepts and techniques.

Edit video content and embed videos into online media.

Assist users in the development and maintenance of online presence.

Work with multiple database structures.

Communicate effectively visually, orally and in writing.

Understand and follow oral and written directions.

Prepare clear, complete and concise reports and records.

Meet schedules and time lines.

Establish and maintain cooperative and effective working relationships with others.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: Bachelor's degree in web design, computer science, software engineering or closely related field. Two years of experience in web design, social media marketing or graphic design.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license. Employees in this classification must maintain insurability at the District's standard rate during the term of employment.

WORKING CONDITIONS:

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.

ENVIRONMENT:

Office environment; subject to driving to conduct work.

PHYSICAL ABILITIES:

Dexterity of hands and fingers to operate a variety of computer equipment, seeing to observe computer monitor, and hearing and speaking to exchange information, bending, pushing, lifting, and moving moderately heavy objects.



Personnel Commission

CLASSIFIED POSITION ANNOUNCEMENT

MULTIMEDIA SPECIALIST

SUPPLEMENTAL EXAMINATION
(THIS IS CONSIDERED AN EXAMINATION)

NAME: _____

EMAIL: _____

PHONE: _____

Both the standard application and the supplemental form are **REQUIRED** of all applicants and must be filed in the Personnel Commission Office prior to **March 4, 2024, 4:30 PM**.

1. The following questions have been designed to allow you the opportunity to provide a more detailed description of your knowledge, skills, abilities, background, training and experience as related to the position you are applying for. Please provide detailed responses for each question. Where applicable, responses must include the name of your employer(s), dates of employment where you performed the duty, and the title of your position(s) where you performed the function. Be aware that you are competing in the first phase of the examination process. It is your responsibility to ensure that all information you deem important to your candidacy is included. A resume or referral to a resume in lieu of a response is not acceptable. This supplemental application must be typed or legibly printed. Applicants that submit an illegible or incomplete application will be disqualified from consideration.

CERTIFICATION

By signing below, I hereby certify that all statements made in this supplemental application are true and complete to the best of my knowledge, and that any misstatement of material facts will subject me to disqualification or dismissal.

SIGNATURE OF APPLICANT: _____ DATE: _____

MULTIMEDIA SPECIALIST

SUPPLEMENTAL EXAMINATION (THIS IS CONSIDERED AN EXAMINATION)

2. This position requires the possession of a valid California driver's license. Do you have a VALID CALIFORNIA DRIVER'S LICENSE?

☐ Yes ☐ No

3. What is your Driver's License number? _____

4. What is your Driver's License expiration date? _____

5. The ideal candidate will have a Bachelor's Degree in web design, computer science, software engineering or closely related field.

Select your highest level of education completed:

- ☐ I do not possess a degree.
- ☐ Associate's Degree
- ☐ Bachelor's Degree
- ☐ Master's Degree
- ☐ Doctorate Degree

6. In what field(s) did you receive your degree(s)?

- ☐ Web Design
- ☐ Computer Science
- ☐ Software Engineering
- ☐ Other: _____
- ☐ Not applicable

7. The ideal candidate will have two (2) years of experience in web design, social media marketing or graphic design.

How many year(s) of experience in web design, social media marketing or graphic design do you possess?

- ☐ I do not have experience in this area.
- ☐ Less than 1 year
- ☐ 1 year but less than 2 years
- ☐ 2 years but less than 3 years
- ☐ 3 or more years