

## **Multimedia Communications Specialist - BOCES Tompkins County**

**Department:** Tompkins-Seneca-Tioga BOCES

**Classification:** Competitive

**Approved:** 7/2025

**By:** HB, Deputy Commissioner of Human Resources

### **MINIMUM QUALIFICATIONS:**

1. Graduation from an accredited college or university with a Bachelor's Degree in Communications, Public Relations, Marketing, Advertising, Graphic Design, Media Arts, Digital Media Production, TV/Radio/Film, Digital Broadcast Journalism, Journalism, Photography, Interactive Media, Digital Storytelling, Web Design and Development, Communication and Rhetoric, Education, or a related field; **OR**
2. Graduation from an accredited college with an Associate's degree in communications, public relations, marketing, advertising, graphic design, media arts, digital media production, TV/radio/film, digital broadcast journalism, journalism, photography, interactive media, digital storytelling, web design and development, communication and rhetoric, education, or a related field AND two years of full-time paid (or the equivalent part-time and/or volunteer) experience in the field of communications, marketing, public relations, digital content creation, video production, or a related field; **OR**
3. Graduation from high school or possession of a general equivalency diploma AND four years of full-time paid (or the equivalent part-time and/or volunteer) experience in the field of communications, marketing, public relations, digital content creation, video production, or a related field; **OR**
4. Any combination of training and experience equal to or greater than that specified in (1), (2), and (3) above.

### **SPECIAL REQUIREMENTS:**

1. Reliable transportation and possession of a valid New York State driver's license.

The candidate must possess a valid New York State driver's license at the time of application and maintain such license for the duration of employment.

2. Occasional evening and weekend assignments may be required

### **DISTINGUISHING FEATURES OF THE CLASS:**

The Multimedia Communications Specialist plays a key role in supporting the public relations efforts of Tompkins-Seneca-Tioga BOCES and its component school districts by producing engaging visual and digital content that effectively communicates school programs, initiatives, and achievements. Under the supervision of the Communications Coordinator, the incumbent is responsible for creating and editing video content, photographing events, managing social media posts, and updating website content. The work also involves building and maintaining collaborative relationships with internal staff, administrators, and community stakeholders to gather and promote timely, relevant stories. The position requires a high degree of creativity, adaptability, and professionalism, as the employee will work across multiple school sites throughout the week and must be able to manage responsibilities independently while contributing to a cohesive communications team. This position is well-suited for a visually driven communicator who is passionate about public education and skilled in multimedia storytelling.

### **TYPICAL WORK ACTIVITIES:**

- Create, plan, shoot, and edit multimedia content—particularly video—that highlights school district initiatives, events, programs, and achievements.
- Capture high-quality photography and videography for use in newsletters, websites, press releases, and social media.
- Develop and produce digital stories aligned with the branding and communication goals of TST BOCES and individual component districts.
- Design graphics, templates, and layouts for social media, flyers, posters, newsletters, and other materials using tools such as Canva or Adobe Creative Suite.
- Ensure consistency in branding and visual identity across all media content for TST BOCES and individual districts.
- Maintain organized digital libraries of photos, videos, and creative assets.
- Assist with updating, managing, and creating website content, including news articles, announcements, event recaps, and webpages.
- Develop and schedule social media posts across platforms such as Facebook, Instagram, and Twitter/X, etc.
- Monitor engagement and analytics to inform future content strategies.
- Coordinate photography and coverage for school events across multiple district locations.
- Support administrators, faculty, and staff in identifying and developing promotional content and storytelling opportunities.
- Establish and maintain relationships with key stakeholders across the BOCES and its component districts.
- Adapt content strategies and messaging to suit each district's brand and community identity.
- Attend and provide communications coverage at school events, including occasional evenings and weekends.
- Rotate between school sites throughout the week, providing flexible communications support across the region.
- Perform other related duties as required.

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

- Proficiency in video production and editing software (e.g., Adobe Premiere Pro, Final Cut Pro, iMovie, etc.).
- Strong understanding of branding, visual storytelling, and digital media strategy.
- Excellent verbal and written communication skills, with attention to detail and audience awareness.
- Working knowledge of graphic design tools (e.g., Canva, Adobe Creative Suite, etc.).
- Familiarity with social media best practices and platform-specific content strategies.
- Ability to manage multiple projects simultaneously while meeting tight deadlines.
- Strong interpersonal skills with the ability to build effective working relationships with staff, students, and community stakeholders.

- Self-starter with the ability to work independently and exercise sound judgment.
- Flexible and adaptable, able to work in various locations and environments throughout the week.

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