

JOB DESCRIPTION

Job Title: Digital Media Specialist (9997)

Job Summary:

Under the direction of the Communications Director and/or designee, responsible for planning, developing, and coordinating the daily multimedia, graphic design, and digital communication assets for the Tulare County Office of Education (TCOE) Communications department. This position will produce professional-quality video content and design visual communication materials to support programs across the organization, maintain digital media libraries, and ensure adherence to TCOE branding standards. The Specialist will also provide specialized administrative and clerical support for the department's public relations and information initiatives.

Essential Duties:

- Plan, film, edit, and produce professional-quality video content for organizational initiatives, events, and programs.
- Design and develop visually compelling communication materials for various TCOE schools, programs, and events, including newsletters, brochures, flyers, event invitations, programs, annual reports, banners, signage, social media graphics, and electronic communication systems, ensuring the work meets federal accessibility standards.
- Capture video and photography at school sites, events, and community activities.
- Collaborate with departments to create effective visual communications aligned with messaging goals.
- Manage multiple projects simultaneously, meeting deadlines while maintaining high quality standards.
- Support and help implement TCOE branding and graphic standards.
- Review and approve materials submitted by departments to ensure consistency and quality.
- Assist in maintaining social media and digital content strategies.
- Maintain and organize digital media assets, including video, photo, and graphic libraries.
- Operate and maintain video, photography, and audio/visual equipment.
- Travel to various locations throughout Tulare County for work-related duties.
- Attend and participate in a variety of assigned meetings, committees, conferences, in-services, and/or special events.
- Perform other related duties, as assigned.

Skills, Knowledge and/or Abilities:

Skills to:

- design and edit printed or electronic materials;
- relate to persons of all ages and backgrounds;
- establish and maintain cooperative working relationships with internal and external stakeholders;
- effectively communicate, speak, and present information in front of a group;
- work effectively in a wide variety of situations involving the public and staff;
- foster a collaborative team spirit with fellow staff;
- analyze projects to determine requirements and estimate timelines;
- track multiple projects, establish priorities, meet deadlines, and organize workload independently;
- communicate effectively over the phone, in meetings, via video conferences, or electronically;
- introduce and train others on graphic design applications;
- recognize trends in graphic design and video production;
- maintain records and keep documentation up-to-date;
- keep management apprised of issues and recommend solutions for those issues;
- operate a variety of office, media, and digital software equipment.

Knowledge of:

- principles of graphic design, layout, and visual communication;
- video production and editing techniques, including pre- and post-production;
- social media platforms and digital content strategies;
- branding and public relations concepts;
- proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects or similar);
- strong organizational, communication, and project management skills;

- general administrative and clerical procedures, document retention, and recordkeeping systems;
- correct English word usage, spelling, grammar, and punctuation;
- modern office methods, practices, and procedures;
- federal accessibility guidelines as they pertain to digital media;
- TCOE mission, vision, value statements, standards, policies and procedures, operating instructions, confidentiality standards, and the code of ethical behavior.

Ability to:

- produce high-quality multimedia and graphic design products independently;
- manage multiple priorities and handle multiple tasks in a fast-paced environment;
- collaborate effectively with a wide range of staff, school district personnel, and stakeholders;
- accept creative feedback and apply revisions;
- ensure accuracy, attention to detail, and consistency in all work;
- adapt to evolving technologies and communication trends;
- understand and carry out oral and written instructions;
- maintain confidentiality of sensitive information and organizational records;
- meet schedules and deadlines;
- read, interpret, and apply rules, regulations, and departmental policies;
- develop specific goals to prioritize, plan, organize, and accomplish assigned tasks;
- provide clear and accurate information to a variety of audiences by telephone, email, and in-person.
- work flexible hours including frequent evenings and/or weekends;
- travel throughout the county using own vehicle;
- regularly attend trainings for professional development.

Responsibilities include: This role requires frequent collaboration, clear communication, creativity, and strong organizational skills in a fast-paced environment. The working conditions for this position include approximately 75% sitting and 25% standing and walking, with frequent use of computers, cameras, and audiovisual equipment. The position requires occasional lifting, carrying, pushing, and pulling of equipment and materials weighing up to 25 pounds, as well as occasional bending, reaching, kneeling, crouching, and climbing stairs. Work is performed primarily indoors in a climate-controlled office environment, with regular travel throughout Tulare County and occasional work outdoors or at school sites and community events.

Education Required:

- Bachelor's degree in Graphic Arts, Marketing, Communications, or a closely related field is required.

Experience Required:

- Two (2) years of professional experience in graphic design, video production, or digital media development.
- Experience supporting organizational communications, branding, or marketing efforts is highly desirable.
- Experience in an educational setting or public sector communications is preferred.

Other Requirements:

- Valid California driver's license and proof of automobile insurance.
- Department of Justice and FBI Fingerprint clearance upon hire.
- Must be able to use own vehicle to travel throughout the County, as needed.

FLSA Status: Exempt

July 2026

This organization is an Equal Opportunity Employer and does not discriminate on the basis of race, color, national origin, creed, age, gender or disability. Inquiries regarding compliance procedures may be directed to our personnel office. This organization complies with the Americans with Disabilities Act. Persons with a disability who may need some accommodation in the hiring process should contact our personnel office. This organization is a Drug and Tobacco - Free Workplace. This organization requires a successful candidate to provide it with employment eligibility and verification of a legal right to work in the United States in compliance with the Immigration Reform and Control Act.