

SCHOOL DISTRICT OF SARASOTA COUNTY

JOB DESCRIPTION

SYSTEMS ADMINISTRATOR I- DIGITAL MEDIA & OUTREACH

SALARY SCHEDULE: SSP - 14

COST CENTER: Department of Communications (9075)

QUALIFICATIONS:

- Associate's degree or Technical Institute degree in Digital Media, Communications Technology, Information Technology, or related field; or high school diploma with relevant industry certifications and five (5) years of experience.
- Minimum of three (3) years of experience supporting streaming media, live event production, studio production, or digital communications systems.
- Minimum of one (1) year of experience providing technical support for live broadcasts, studio production, remote production, or public meeting technology.
- Industry certifications related to AV technology, streaming, or IT are preferred but must obtain at least one within two (2) years of employment.

KNOWLEDGE, SKILLS AND ABILITIES:

- Knowledge of streaming media systems, studio and remote production workflows, live event technology, enterprise systems, and digital communications tools.
- Ability to plan, organize, and prioritize multiple productions and events simultaneously. Strong troubleshooting skills in high-pressure, live environments.
- Ability to collaborate effectively with communications staff, leadership, and technical teams. Strong interpersonal and communication skills.
- Ability to communicate both verbally and in writing with technical and non-technical users. Knowledge of School Board policies and procedures related to public meetings and communications.
- Demonstrates knowledge of audio/visual systems, live streaming platforms, studio production environments, and remote broadcast technologies.
- Experience with video production equipment, switching systems, encoding/streaming tools, and field production gear.
- Demonstrates ability to setup, configure, and troubleshoot AV systems, studio equipment, remote production kits, and related network components.
- Working knowledge of web-based streaming platforms and content distribution systems. Demonstrated ability to support Microsoft O365 and collaboration tools used in communications environments.
- Demonstrates the ability to setup, configure, maintain, and troubleshoot enterprise-level server operating systems, including but not limited to Microsoft Server platforms.
- Demonstrates the ability to setup, configure, maintain, and troubleshoot School Board operating systems and platforms, including but not limited to the Diligent Board Management platform.

REPORTS TO:

Supervisor, Public Affairs & Policy

JOB OBJECTIVE:

To provide technical expertise and operational support for streaming media, studio production, remote production, enterprise systems, School Board meetings, and outreach initiatives to ensure high-quality, reliable digital communications and public engagement.

SYSTEMS ADMINISTRATOR I – DIGITAL MEDIA & OUTREACH (Continued)

SUPERVISES:

N/A

PERFORMANCE RESPONSIBILITIES:

- Provides technical support for live streaming, recording, and broadcasting of School Board meetings and district events.
- Supports setup, operation, and troubleshooting of audio/visual equipment for live events, studio productions, and remote productions.
- Supports studio production environments, including cameras, lighting, audio, and switching systems.
- Provides technical support for remote production setups, including on-location broadcasts and mobile streaming solutions.
- Configures, maintains, and troubleshoots enterprise-level server operating systems, including Microsoft Server platforms.
- Configures, maintains, and troubleshoots School Board operating systems and platforms, including the Diligent Board Management platform.
- Collaborates with Communications staff to deliver high-quality digital media productions across platforms.
- Assists in the planning and execution of technical requirements for district events and community outreach initiatives.
- Maintains and supports video production, studio, streaming, and related IT equipment inventory.
- Provides technical support to the Communications Department for multimedia content creation and distribution.
- Supports outreach and volunteer office initiatives through technical setup and event assistance.
- Develops and documents procedures for studio, remote production, enterprise systems, and live event technology operations.
- Monitors and maintains system performance for streaming, studio, AV, and supporting server systems.
- Works collaboratively with Communications and IT teams to enhance digital outreach and production capabilities.
- Stays current with emerging technologies in streaming media, studio production, enterprise systems, and digital communications.
- Demonstrates initiative in the performance of assigned responsibilities.
- Provides for a safe and secure work environment.
- Models and maintains high ethical standards.
- Follows attendance, punctuality, and proper dress rules.
- Maintains confidentiality regarding school and district matters.
- Maintains positive relationships with staff, vendors, and community partners.
- Communicates effectively with staff and stakeholders.
- Keeps supervisor informed of potential issues or unusual events.
- Responds to inquiries and concerns in a timely manner.
- Prepares required reports and maintains appropriate records.
- Follows all School Board and departmental policies and procedures.
- Supports the School District's goals and priorities.
- Performs other duties as assigned consistent with the goals of this position.

PHYSICAL REQUIREMENTS:

Medium Work: Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force as needed to move objects.

TERMS OF EMPLOYMENT:

Salary and benefits shall be paid consistent with the District's approved compensation plan. Length of the work year and hours of employment shall be those established by the District.

SYSTEMS ADMINISTRATOR I – DIGITAL MEDIA & OUTREACH (Continued)

EVALUATION:

Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

Job Description Supplement No. 01