Division of Human Resources
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AURORA PUBLIC SCHOOLS

~ People first. Pathways to possibility. ~

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Producer, Multimedia and Communications

Work Year: 261 Days
Department: Communications Services
Reports To: Chief Communication Officer
Salary Range: 39
FLSA Status: Non-Exempt

View the Classified salary scale
Visit our interactive map where you can find out more information on each individual school, such as highlights, school data, demographics and more.
Aurora Public Schools Compensation and Benefits

Role Purpose and Strategic Impact

The Multimedia and Communications Producer is responsible for organizing, designing, and handling internal and external communications to enhance district visibility and brand reputation. The role creates impact by producing high-quality videos, print and digital media, capturing news stories, and facilitating events that engage staff, students, and community stakeholders. Through effective website oversight and bilingual communication support, the position ensures clear, accessible, and positive messaging across the district.

Summary

The Multimedia and Communications Producer is responsible for organizing and handling internal and external communications for the school district or specific school sites. This position reports to the Chief Communication Officer. Key responsibilities include designing publications, creating digital video and written news stories, managing website content, and supporting special district events. The role acts as a primary media content developer to promote student and staff achievements while fostering community engagement.

Essential Duties and Responsibilities

Listed below are the essential functions required to achieve the purpose of this job. The functions are not an exhaustive list of the duties and responsibilities of this role. Time percentages are estimates and may vary by location and/or assignment.

District Publications and Graphic Design - 20%

- Design and produce various district publications, including PowerPoint presentations, brochures, advertisements, fliers, newsletters, and special projects.
- Create and display signage for district events, activities, and awareness initiatives.
- Develop creative print and digital layouts adhering to district branding standards.
- Coordinate with internal departments to produce specialized promotional and informational print assets.

News Writing and Media Production - 40%

- Increase awareness of positive district news by writing stories and producing videos for online and print publications.
- Take photographs of district events, classrooms, and activities for use in publications and online media.
- Interview staff, students, and community members to highlight district achievements and programs.
- Edit audio, video, and digital images to produce engaging communication content.

Digital Media and Web Management - 20%

- Oversee website content and work closely with the school district or site webmaster.
- Serve as an alternate to the Communication Specialist responsible for social media management.
- Maintain accuracy, timeliness, and accessibility of online published communications.
- Assist school sites in maintaining updated and standardized public web content.

Special Events and Public Relations Facilitation - 15%

- Plan, schedule, and facilitate special functions, activities, and events to promote the district, staff, and students.
- Assist with facilitating communication advisory committee meetings.
- Assist with translation and communication using second language skills when possible.
- Coordinate event logistics and public information outreach during district activities.

Perform other duties as assigned - 5%

- Perform other duties as assigned.

Education and Training

- Bachelor's degree or equivalent advanced training from an accredited institution in public relations, graphic design, or marketing.

Experience

- At least 2 years of experience in video production, communication, public relations, web development, or graphic design.

Skills, Knowledge, and Competencies

- Ability to promote and follow district policies and building and department procedures.
- Ability to communicate, interact, and work effectively and cooperatively with people from diverse backgrounds.
- Ability to recognize the importance of safety in the workplace, follow safety rules, practice safe work habits, utilize appropriate safety equipment, and report unsafe conditions to the appropriate administrator.

- Interpersonal, strong oral and written communication, and public relations skills.
- Basic ability to understand documents, define problems, and draw valid conclusions.
- Operating knowledge of Microsoft Office Software, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, and InDesign required at hire.
- English language skills required.
- Oral and written fluency in a second language may be preferred or required based on building assignment.

Certificates, Licenses & Registrations

- None required.
- Criminal background check and fingerprinting required for hire.

Preferred Qualifications

Education, training, experience, skills, knowledge, licenses, certifications, endorsements, designations, and other qualifications relevant to the position that are strongly preferred but not required at hire.

- Oral and written fluency in a second language.

Supervision/Technical Responsibility

- Supervision/Technical Responsibility: Direct supervisory responsibility is not required for this position.

Budget and Resource Responsibility

- Budget and Resource Responsibilities: Direct budget administration responsibility is not assigned to this position.

Physical Demands, Mental Demands, and Work Environment

The demands described below are representative of those an employee must meet to perform the essential functions of this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

- Regularly: Sit, use hands to finger, handle, or feel; reach with hands and arms; talk or hear; lift and/or move up to 10 pounds. Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.
- Frequently: Lift and/or move up to 35 pounds.
- Occasionally: Stand; walk; climb or balance; stoop, kneel, or crouch; taste or smell; lift and/or move up to 100 pounds.

Work Environment

- Regularly: work indoors.
- Occasionally: work outdoors.
- Noise Level: moderate.

Mental Functions

- Regularly: Compare, analyze, communicate, compute, synthesize, evaluate, use interpersonal skills, coordinate, instruct, compile, analyze, problem solve, adapt, and focus.
- Frequently: Copy.
- Occasionally: Negotiate.

Our Priorities

Aurora Public Schools (APS) fosters a respectful, inclusive workplace where every employee is valued and empowered to advance our vision—Every Student Shapes a Successful Future—and our mission to accelerate learning for all students. In partnership with our community, we recruit, hire, and retain a diverse, highly qualified workforce, believing representation reflective of our communities best prepares students for a pluralistic society. APS is an equal opportunity employer: we provide employment opportunities in all phases of the process without regard to race, color, religion, sex, sexual orientation, gender identity or expression, genetic information, national origin, ancestry, age, marital status, disability, pregnancy or related conditions, creed, veteran status, or any other status protected by law.