

## Job Description

**Job Title:** Photography & Content Specialist

**Supervisor:** Executive Director,  
Public Information & Community  
Involvement

**Position Code:**

**Pay Grade:** 31

**Job Classification:** Exempt

**Contract Length:** 245 Days

### **Job Summary**

Position is responsible for providing a variety of photographic support services and products to facilitate and enhance community knowledge and awareness of the school division and programs, accomplishments, and events and activities; performing an array of specialized duties to include motion and still imagery; photography; content creation to be used on division communication products; and assisting with planning special events.

### **Essential Duties:**

1. Plan and execute photoshoots based on project briefs and client needs.
2. Set up and adjust lighting, composition, and equipment to achieve desired visual effects.
3. Capture high-quality images across various subjects and settings such as conferences, athletic events, portraits, etc. to produce print and web-ready imagery.
4. Utilize technical photography knowledge and post-production editing methods in industry standard software to produce high-quality imagery.
5. Communicate effectively with subjects, models, and others during photography shoots.
6. Maintain and manage photography equipment as needed to ensure optimal performance.
7. Contribute to the development and implementation of marketing and communications plans for school division departments and activities.
8. Provide support for annual special events or other projects as required.

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

### **Other Duties**

1. Performs other related duties as assigned by Executive Director, Public Information & Community Involvement or appropriate administrator.

### **Job Specifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities, who are otherwise qualified, to perform the essential functions.

### **Minimum Qualifications (Knowledge, Skills & Abilities Required)**

Requires Bachelor's degree with major coursework in photography, videography, graphic design or a related field; minimum three years' experience preferred. Must be proficient in Adobe Photoshop, Adobe Illustrator, Adobe InDesign, and other professional desktop publishing software; and Microsoft Word and Excel. Knowledge of current photography trends and best practices. Must possess the ability to establish and maintain effective working relationships with administrators, students, teachers, parents, and community based-organizations. Demonstrated judgment, customer service and organizational skills. Ability to meet deadline requirements with a stressful environment and function effectively with other staff members to complete all necessary tasks.

### **Working Conditions & Physical Requirements**

Must have the ability to sit and stand for extended periods of time; exhibit manual dexterity to dial a telephone, to enter data into a computer terminal/typewriter, and to perform; see and read a computer screen and printed

material with or without vision aids; hear and understand speech at normal classroom levels and on the telephone; speak in audible tones so that others may understand clearly in normal classrooms and on the telephone; physical agility to lift up to 25 pounds; may require the ability to work indoors and outdoors in a variety of environments.

**Supervision Exercised:** None

**Supervision Received:** Executive Director, Public Information & Community Involvement

***This job description in no way states or implies that these are the only duties to be performed by this employee. The Photography & Content Specialist will be required to follow any other instructions and to perform any other related duties as assigned by the Executive Director of Public Information & Community Involvement or other appropriate administrator. Newport News Public Schools reserves the right to update, revise or change this job description and related duties at any time.***

**Approvals:**

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| Supervisor | Date |
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**I acknowledge that I have received and read this job description.**

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|-----------------------|-----------|------|
| Employee Name (Print) | Signature | Date |
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Revised 09/2025