



COMMUNICATIONS PHOTOJOURNALIST

BASIC FUNCTION

Under general supervision, photograph, edit and present professional images which visually promote understanding, satisfaction and support of the various activities and achievements of the student population of the District.

REPRESENTATIVE DUTIES

The classification specification does not describe all duties performed by all incumbents within the class. This summary provides examples of typical tasks performed in this classification.

- Provide professional quality digital and film photographic images for stories or news articles that provide clear and truthful images corresponding with the topic and message; capture images in an authentic, truthful and ethical manner that will allow the reader to gain a better understanding of its meaning and/or message. *“E”*
- Process and print negatives or film; set up the photo for top quality, edit for size and color without changing the actual photograph or content. *“E”*
- Use image-editing software such as Photoshop™, Photoscape™, Paintshop Pro™ and other relevant software programs to edit and enhance images. *“E”*
- Pitch photo ideas and opportunities which deliver positive messages; travel to photo shoot locations and maintain schedule of events to attend and cover. *“E”*
- Prepare photos for publication; upload images across multiple platforms, including broadcast, print, online and social media. *“E”*
- Ensure appropriate releases for photo shoots and photography sessions are in place prior to taking images; ensure that student information and imagery is provided for publication in accordance with student privacy laws, District policy and local, State and federal laws. *“E”*
- Demonstrate a commitment to the Portland Public Schools Equity Initiative by developing a thorough knowledge and application of the district Racial Educational Equity Policy, Equity in Public Purchasing and Contracting and other board policies; participate in staff development, in-services and trainings related to diversity, equity and inclusion in the workplace and in K – 12 education; model appropriate behaviors; develop, recommend, implement and communicate improvements to school and business practices with awareness and understanding of their impact in a racially and culturally diverse community. *“E”*
- Participate in and represent the District in meetings, workshops, conferences and professional activities. *“E”*
- May write copy, captions or headlines to accompany photographs.
- Perform related duties as assigned.

Note: At the end of some of the duty statements there is an italicized “E”, which identifies essential duties required of the classification. This is strictly for use in compliance with the Americans with Disabilities Act.

DISTINGUISHING CHARACTERISTICS OF THE CLASS

The Communications Photojournalist creates and provides professional, aesthetically appealing digital and film print pictures for stories or news articles to provide clear and truthful images corresponding with the topic of interest. Employees follow strict rules, laws and guidelines where photographing minors is involved. All photographic images taken, whether used or not, are the property of the District and may not be kept, copyrighted, sold or re-used by employees beyond of the scope of assigned work. Positions in this classification are typically part-time, limited-term, or temporary.

EMPLOYMENT STANDARDS

Knowledge of:

Basic film and digital communications and photographic theory.

Editing, social media and production of photographs for print media and web publication.

The ethnic, cultural, geographic, and socio-economic diversity of the populations served by the District.

District policy, local, State and federal laws and ethics related to student privacy and photographing minors.

Different types and functions of film and digital cameras, lenses and lighting.

Effective subject composition elements and staging techniques.

Ability to:

Use film and digital cameras to take professional quality photographs.

Develop and edit film and digital photographs.

Set up photo shoot displays.

Set-up and maintain schedule and calendar of events to photograph.

Meet tight deadlines and complete multiple projects simultaneously.

Work across multiple platforms, such as print, online, and social media.

Use a variety of editing, photo enhancement, web, presentation and related software programs and technologies

Develop and establish positive rapport with photography subjects, staff and others contacted in the course of work.

Communicate effectively both orally and in writing.

Present images regarding District programs in a positive and sensitive manner.

Communicate a culture of equity that is student centered.

Advocate, model, implement and communicate Portland Public School's Racial Educational Equity Initiative and board policies.

Learn and implement the PPS Equity in Public Purchasing and Contracting board policy.

Maintain confidentiality of highly sensitive information.

Act judiciously under pressure.

Model ethical behavior and communicate high expectations of ethical behavior to others.

Operate a variety of office machines, technologies and software.

Education and Training:

Is typically acquired through successful completion of an industry-recognized Certificate program or Associate's degree in photography, digital art or a related field.

Experience:

Five (5) years of recent experience in composing, shooting, editing and publishing professional film and digital photographs on a variety of platforms is required.

Experience working in a richly diverse school community and environment is desirable.

Any other combination of education and experience that would likely provide the required knowledge and abilities may be considered.

Special Requirements:

Photographs and digital images taken during the course of employment are the property of the Portland Public Schools. Employees in this classification are required to relinquish all film and digital images and rights to all, to the District.

Some positions in this classification require the use of a personal automobile and possession of a valid driver's license.

Some positions in this classification may require the use of the employees' personal cameras, lenses and lighting.

Work hours may routinely include variable schedules, irregular hours, evening and weekend activities and meetings and media, district, school and student functions.

WORKING CONDITIONS

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Persons with certain disabilities may be capable of performing the essential duties of this class with or without reasonable accommodation, depending on the nature of the disability.

Work Environment: Work is performed throughout the PPS community with extensive media, student, parent and public contact and frequent interruptions.

Hazards: Potential for extended exposure to inclement weather; potential conflict situations.

Physical Demands: Primary functions require sufficient physical ability and mobility to work and travel throughout the community; dexterity of hands and fingers to operate professional camera equipment, computer keyboard and other technologies and office equipment; sitting, standing and walking for extended periods of time; kneeling, bending at the waist; lifting, pushing, pulling and carrying equipment, supplies and materials weighing up to 25 pounds; repetitive hand movement and fine coordination to use a camera and computer keyboard; emotional stability to work effectively under pressure and to keep all aspects of the job under control; hearing and speaking to exchange information in person or on the telephone; seeing to view camera images, read, prepare and assure the accuracy of documents.

FLSA: Non-Exempt
Bargaining Unit: N/A
Salary Grade: 13

Approval Date: December 6, 2016

Portland Public Schools recognizes the diversity and worth of all individuals and groups and their roles in society. The District is committed to equal opportunity and nondiscrimination in all its educational and employment activities. The District prohibits discrimination based on race; national or ethnic origin; color; sex; religion; age; sexual orientation; gender expression or identity; pregnancy; marital status; familial status; economic status or source of income; mental or physical disability or perceived disability; or military service.

Board of Education Policy 1.80.020-P