

Liberty Union High School District
Human Resources

EXTRA-DUTY PAY JOB DESCRIPTION

JOB TITLE: **VIDEO YEARBOOK ADVISOR (VYA)**

GENERAL DESCRIPTION:

As part of the student activities program, the **VYA** will organize and instruct students to compile video footage taken from a variety of school events in a particular year and produce a commercial-quality product that can be sold to students/parents to memorialize the school year.

SPECIFIC DUTIES:

- > Recruit and organize student video photographers to record a variety of school activities, including athletics, performing arts, rallies, and every day school activities to compile raw footage for possible inclusion in a video yearbook.
- > Convene and lead regular meetings of the students and, perhaps, adult staff contributors toward the video yearbook effort.
- > Compile, edit, and sequence the yearbook so it provides purchasers with a lasting memory of the school year.
- > Monitor the content of the video yearbook to ensure that nothing that is “indecent” or promotes behavior inconsistent with school rules and district policies is included.
- > Sell advertising or otherwise seek financial support to help lower the cost of the video yearbook to students..
- > Conduct a marketing campaign to make students and parents aware of the video yearbook, its purpose and content in an effort to increase sales. Handle the distribution of video yearbooks to purchasers.
- > Liaison with the advisor for the regular yearbook to ensure that the two products are sufficiently differentiated. The video yearbook should not be a copy of the print yearbook scanned into a video format.
- > Contract with an outside vendor for commercial duplication of the video yearbook.
- > Maintain a file or binder of all video yearbook preparatory work and correspondence that can be passed on should the identity of the advisor change.

QUALIFICATIONS:

- > Certificated staff member at the school involved
- > Advanced knowledge of video production techniques.
- > Ability to empower students to create the product, while maintaining supervisory control over their work.
- > Familiarity with the process and challenges of preparing a video product of sufficient commercial quality (quality equivalent to previous issue) to be considered a worthwhile expenditure by parents and students.

COMPENSATION: Stipend identified in the LEA Contract (**\$2603**)

IMMEDIATE SUPERVISOR: Principal or designee

AFTER-HOURS COMMITMENT: After-hours time is involved and may be extensive at times. **VYA** will usually have a video production class during which much of work can be done.

