

MEDIA PRODUCTION SPECIALIST

BASIC FUNCTION

Produces multimedia content for the District which supports digital, web, and video formats for distribution internally and externally; utilizes production and creative skills to generate high quality video presentations; coordinates and performs the technical set up of broadcast and video equipment; and maintains inventory.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from assigned area supervisor. May provide lead direction to temporary staff and/or student workers.

CLASS CHARACTERISTICS

This classification is responsible for independently producing high quality video productions for promotional and instructional purposes. Employees at this level exercise independent judgement and creative initiative in their assigned tasks, receive only occasional instruction or assistance as new or unusual situations arise, and are fully aware of the operating procedures and policies of the department.

EXAMPLES OF TYPICAL JOB FUNCTIONS

1. Plans, develops, and directs video productions for District distribution, which include broadcast, website digital media, and social media; conducts project meetings to evaluate project complexities and technical components; collaborates with staff to define project goals and communicate concepts, scope, themes, and related elements; creates production schedules, shot lists, location scouting, set design, and graphics preparation for video production; coordinates postproduction schedules and coordinates material needed from third-party image providers or photos/videos from clients, both internal and external.
2. Conceptualizes and designs digital graphics for various multimedia projects for all departments and ensures that the materials created align with departmental messaging or college/District branding.
3. Produces, directs, scripts, records, mixes, edits, and duplicates video productions for educational/promotional/recruitment media presentations; coordinates and directs talent during recording; writes and edits scripts.
4. Coordinates multimedia production equipment, including video editing suites, digital still photography camera equipment, software, and other related equipment; and performs technical set up of broadcast equipment, including set design and construction, props, lighting, and sound.
5. Performs postproduction activities including scene selection, non-linear editing, and graphics, including motion graphics for videos, music selection, and voice over recording; performs closed captioning and media conversion and uploads to the District's web-based media platforms; coordinates and provides technical direction and multi-camera operation for live productions via streaming media systems.
6. Researches and recommends purchases for video production/streaming and post-production equipment and software.
7. Maintains inventory of media equipment and software, and video/photo archives such as slides, prints, digital images/graphics, negatives, DVD, VHS, MiniDV, and related items; converts materials

- to digital files; and organizes and maintains media release forms.
8. Creates graphics for various multimedia projects; collaborates with marketing and web staff to develop, coordinate, and maintain marketing content on the web, social media, and marketing materials.
 9. Creates, schedules, and posts graphic designs, images, and video assets to District social media platforms and digital signage, both internally and externally.
 10. Conducts photography for inclusion in projects, social media, website, and District events.
 11. Participates in District-provided in-service training programs.
 12. Performs other related duties as assigned; specific duties not listed does not exclude them for this classification if the work is similar or related.

QUALIFICATIONS

Knowledge of:

1. Applicable rules and policies with respect to the use of video production equipment.
2. Video production and editing principles and practices.
3. A diverse range of graphics creation and development software.
4. Methods and techniques of developing videos and graphics that support learning and instructional goals and objectives.
5. Writing techniques aligned with web content standards and practices.
6. Operational characteristics of social media platforms.
7. Principles of broadcast equipment, set design, and construction technical set up.
8. Project management principles.
9. Generally accepted purchasing policies and procedures.
10. Methods and techniques of maintaining inventories.
11. Record keeping principles and practices.
12. Branding and marketing identity standards.
13. Business and administrative practices.

Ability to:

1. Create, edit, and distribute a diverse range of multimedia content for instructional and informational purposes.
2. Plan and implement video production projects.
3. Coordinate technical set up of various media production projects.
4. Conceptualize and create graphic designs for various media.
5. Coordinate live productions through media streaming.
6. Research and recommend program equipment and software.
7. Operate a variety of multimedia equipment and software to include computers, scanners, digital cameras, video cameras, video editing software, graphics and effects software, drawing tablets, and printers.
8. Establish and maintain a variety of filing, record keeping, and tracking systems.
9. Independently organize work, set priorities, meet critical deadlines, and follow up on assignments.
10. Exercises independent judgment within general policy and procedural guidelines.
11. Effectively use computer systems, software applications relevant to work performed, and business equipment to perform a variety of work tasks.
12. Communicate effectively in the course of performing work tasks.
13. Establish, maintain, and foster effective working relationships with those contacted in the course of work.

14. Demonstrate clear evidence of sensitivity and understanding of the diverse academic, socio-economic, disability, and ethnic backgrounds of students, staff, and the community.
15. Provide efficient, high-level customer service to the public, vendors, contractors, and District personnel.

Education and Experience:

A bachelor's degree in media studies or a related field, and three (3) years of multimedia video production and content management experience; or an equivalent combination of education, training, and/or experience.

Licenses and Certifications:

None.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This classification primarily works in an office and standing in and walking between work areas is occasionally required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Employees in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

The essential functions of this classification must be performed by the incumbents with or without reasonable accommodations.

ENVIRONMENTAL CONDITIONS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset individuals in interpreting and enforcing departmental policies and procedures.