

MEDIA PRODUCTION SPECIALIST

DEFINITION

Under general supervision, performs technical and creative development work in the production of video, audio, media, and broadcast productions for instruction, communications, and public information; designs, installs, maintains, and repairs audio and video equipment and systems; gathers information, develops and records scripts, shoots videos, and edits productions; provides technical support to students, faculty, and staff on the use of equipment and systems.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the assigned managerial personnel. May provide technical and functional direction and training to student workers.

CLASS CHARACTERISTICS

This is a specialized journey-level classification performing the full range of video, audio, media, and broadcast production specialist assignments. Incumbents at this level are capable of performing technical production support duties, including developing and recording scripts, shooting videos, and editing productions and are required to be fully trained in all procedures related to the assigned area(s) of responsibility, working with a high degree of independent judgment, tact, and initiative. This class is distinguished from the Lead Broadcast and Audio Technician in that the latter leads, trains, and oversees assigned staff and performs the more complex and difficult work in the production of video, audio, media, and broadcast productions.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

1. Works in collaboration with faculty and staff to produce a variety of informational and instructional video, audio, media, and broadcast products, including gathering data and conducting interviews, developing ideas, creating content, and scripts, determining shoot locations and production schedule, shooting videos, recording voice over, and editing.
2. Coordinates pre-production and production planning activities for on-site and remote productions of events; conducts field-based video production and operates video and audio equipment; transports and sets up lighting, audio, and video equipment as required; provides troubleshooting and maintenance of field production equipment.
3. Plans and performs video, audio, media, and broadcast post-production tasks, including reviewing recordings, making editorial decisions, creating graphics, and closed captioning for video and television productions, making audio adjustments such as adding music and sound effects and final editing; utilizes computer graphics and audio effects for post-production in accordance with the overall production concepts; compresses video projects for output; mixes audio products into files; makes productions available in a variety of formats; coordinates internal and external duplication services as required.
4. Provides technical support for hold system, closed captioning for College-owned media and productions, and in the proper use of video and audio equipment and systems; checks in and out equipment.
5. Trains and provides work direction and guidance to assigned student workers and staff; prepares work schedules, assigns duties, and reviews work for accuracy, completeness, and compliance with established standards and procedures; ensures student and staff understanding of safety practices and procedures.
6. Edits and records scripts for presentations at venues across campus; adjusts the volume and equalization of the recordings and ensures delivery to appropriate staff.

7. Recommends software, systems, and equipment for various audio and visual playback or distribution.
8. Assists in the installation, maintenance, and repair of audio, video, presentation, and broadcasting equipment and systems, including troubleshooting electronic systems, fabrication, construction, and soldering.
9. Provides operational support and scheduling of the broadcast facilities for student, faculty, and staff use.
10. Creates schedules for automated playback systems and monitors systems for correct operation. Provides audio and video copying services and ensures materials are in conformance with College copyright requirements.
11. Maintains College library of video, audio, and production material.
12. Participates on committees, task forces, and special assignments, including, but not limited to Screening and Selection Committees and affiliated trainings. Prepares and delivers oral presentations related to assigned areas if needed.
13. Performs other related or lower classification duties as assigned.

QUALIFICATIONS

Knowledge of:

1. Production techniques and procedures for video, audio, media, and broadcast production and post-production, including editing, copywriting, development of production schedules, voice acting, master control operation, audio/video processing, and the use of open and closed captioning information in compliance with Federal ADA standards, copyright laws, rules and regulations, and College policy.
2. Principles and practices in installing, operating, maintaining, and repairing systems and equipment, including electronic troubleshooting skills, understanding of electronic theory, and fabrication, construction, and soldering skills.
3. Principles and practices of data collection and script and creative content development, editing, and recording.
4. Principles and procedures of record keeping and report preparation.
5. Proper storage and care of equipment and tools.
6. Modern office practices, methods, and computer equipment and applications related to the work.
7. Techniques for effectively representing the College in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.

Skills & Abilities to:

1. Produce original video, audio, media, and broadcast production; prepare scripts, correspondence, and other written materials.
2. Operate and maintain audio and video production equipment; read, interpret, and apply technical information from schematics.
3. Perform troubleshooting of electronic systems and equipment and fabrication, construction, and soldering work.
4. Gather data and creatively develop, plan, and translate concepts into visual and audio form.
5. Collect, interpret, summarize, and present information in an effective manner.
6. Maintain accurate logs, records, and basic written records of work performed.
7. Make recommendations considering budget, installation, training, and operational perspectives.
8. Organize own work, set priorities, and meet critical time deadlines.
9. Use English effectively to communicate in person, over the telephone, and in writing.
10. Learns and applies emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.

11. Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures.
12. Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Equivalent to an Associate's Degree from a regionally accredited college in video production, television, radio broadcasting, or related field and three (3) full time equivalent years of progressively responsible experience in a video, audio, broadcast, and/or editing/producing environment. Additional full time equivalent years of experience can be substituted for the required education on a year-for-year basis up to two (2) years.

Licenses and Certifications:

The incumbent may periodically be required to travel to a variety of locations. If operating a vehicle, employees must have the ability to secure and maintain a valid California driver's license.

PHYSICAL DEMANDS

Must possess mobility to work in a standard video, audio, media, and broadcast production setting and use standard equipment, including a computer, cameras, lighting equipment, and recording, editing, and duplicating systems; operate a motor vehicle visit various College sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate above-mentioned equipment. Incumbents in this classification bend, stoop, kneel, reach, climb, and walk on uneven surfaces to participate in production activities; and push and pull drawers open and closed to retrieve and file information. Incumbents must possess the ability to lift, carry, push, and pull materials and objects, typically weighing up to 50 pounds, and occasionally heavier weights with the use of proper equipment.

ENVIRONMENTAL ELEMENTS

Incumbents work in standard video, audio, media, and broadcast production environments with moderate to loud noise levels, controlled temperature conditions, minimal direct exposure to chemicals, mechanical, and hazardous physical substances; exposure to electrical hazards is possible. Incumbents may occasionally work outdoors for assigned events and be exposed to loud noise levels, cold and/or hot temperatures, and dust, fumes, and allergens. Incumbents may interact with staff, students, and/or the public in interpreting and enforcing departmental policies and procedures.