



CLASS SPECIFICATION

Class Code: 0179
Date Est: 08/1996
Last Rev: 04/2017
Last Title Chg:
FLSA: non-exempt
Probation: 6 months

MEDIA PRODUCTION SPECIALIST

DEFINITION

Under general supervision, develops information and designs products to create positive relationships with the public through social media; and performs related duties as required.

EXPERIENCE AND TRAINING REQUIREMENTS

Three years of full-time experience designing products for social media including video, photography, print material, graphic design, audio, digital and website media, OR a combination of related education and experience.

LICENSE OR CERTIFICATES

Possession of a valid driver's license is required at the time of appointment.

SUPERVISION EXERCISED

Exercises no supervision.

EXAMPLES OF DUTIES *(The following is used as a partial description and is not restrictive as to duties required.)*

Design, coordinate and prioritize production projects and outreach products using video, audio, graphic design, print material, digital material and social media to create and maintain positive branding and perceptions of the assigned department, and to build public relations.

Perform maintenance and development on internal and external websites using current technology through digital signage systems.

Create logos, branding and illustrations, digital and print material to message information to target audience.

Consult with assigned project lead on subject material, script development, audio and lighting requirements, shooting location and equipment required to produce quality video. Discuss possible approaches for meeting staff needs, and assist with instructional design and development issues.

Design and produce graphics for video production including capturing images from live video or stills, developing graphics using paint-box or character generator programs, and creating sequences using 3D rendering and animation software.

Perform production tasks such as selecting site for shooting, checking site for power availability and accessibility, determining lighting requirements, transporting equipment to site, setting up props, and operating audio and video camera.

Review video footage to identify best takes; edit tapes, dub audio and videotapes and prepare final version for review.

Provide technical and creative assistance to production project leads, and provide instruction on the use of media equipment used for training, testing and classroom presentations.

Perform routine maintenance and troubleshooting on all video, audio and computer equipment used in the studio.

Analyze computer software and hardware needs, locate vendors and make purchases and install new software or upgrades.

Maintain broadcast standards by analyzing and adjusting the equipment utilizing test generators, waveform monitors, vectorscopes, digital meters and reference tapes.

Maintain library of technical and reference manuals for equipment used in the studio.

Videotape emergency and critical incident situations, maintain historical records, and provide staff with a visual review of the occurrences to use as an educational tool regarding specific results, injuries and property losses associated with the emergency or incident.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Full Performance

Knowledge of:

County and department policies, practices and procedures.

Software programs specific to the operation.

Industry standard software in technology.

Best practices in social media, print material and website development.

Ability to:

Coordinate and prioritize workload.

Operate equipment specific to assignment.

Design graphics and print material.

Entry Level (*Applicants will be screened for possession of these through written, oral performance, or other evaluation methods.*)

Knowledge of:

Media production, communication and dissemination techniques.

Web design techniques and tools.

Social media, video, photography, graphic design, digital and print media.

What reviewing video footage entails.

Ability to:

Create and edit videos.

Plan and organize work to meet schedules and timelines.

Exercise sound judgment and make timely, reasonable decisions.

Maintain confidential data and information.

Communicate clearly and concisely, orally and in writing, tailoring the message to the target audience. Use social media, video, photography, graphic design, digital and print media for messaging.

Interpret and apply regulations, policies and procedures.

Establish, maintain and foster effective and cooperative working relationships with all those contacted in the course of work.

SPECIAL REQUIREMENTS *(Essential duties require the following skills and work environment.)*

Ability to stand or sit for prolonged periods of time; perform moderate lifting; bend, kneel, and climb; work from heights; distinguish colors, shades, sounds, and movement; and tolerate exposure to bright lights, loud sound equipment, and electrical hazards.

Sheriff's Department only: Must be available to work during emergencies or critical incident situations as needed.

This class specification is used for classification, recruitment and examination purposes. It is not to be considered a substitute for work performance standards.