

# CLASSIFICATION SPECIFICATION

## Media Production Specialist

FT/PT Class Code: 5014, 5514      Pay Grade: B/C 13      FLSA: Exempt      Rev. 03/30/01

**SUMMARY STATEMENT:** An incumbent is responsible for the creation and production of various multimedia presentations and projects in support of College instructional objectives and/or public relations/marketing purposes.

### NATURE AND SCOPE:

An incumbent in this class typically reports to an administrative or technical superior. An incumbent is responsible for providing a variety of multimedia support services such as creating and producing video and audio presentations and designing and developing interactive CD-ROM and other computer-based presentations. A significant aspect of this work is the need to interact with virtually all departments at the campus, as well as with the other College campuses and private industry. An incumbent may also perform these services for the President's Office and/or other State agencies.

### PRINCIPAL ACCOUNTABILITIES:

***An incumbent may perform any combination of the below listed accountabilities:***

1. Determines client's media needs, researches subject matter, and designs and develops video/audio/CGI programs.
2. Obtains, creates and assembles necessary production elements based on client needs, e.g., collecting and editing video footage and audio clips.
3. Remains current concerning multimedia technologies and software developments.
4. Obtains recording/usage license(s) if necessary.
5. Purchases, maintains, and inventories video, audio, and media supplies.
6. Presents seminars as needed to train faculty and staff in the use of multimedia equipment used for instructional purposes in the classroom; resolves any technical problems that might arise.
7. Develops and/or edits scripts for approval when necessary.
8. May adapt and/or create media programming for delivery via CD or DVD ROM, the Internet, teleconferencing, and other more traditional media.
9. May request, recommend, order, and install additional necessary software and/or upgrades and hardware.
10. May be required to use 35 mm cameras, develop films, and formulate slide presentations.

### **PRINCIPAL ACCOUNTABILITIES, cont'd:**

11. May develop production budget for approval by client and/or administrative supervisor.
12. Performs other related duties as required.

### **KNOWLEDGE, SKILLS, AND ABILITIES:**

- ◇ Knowledge of the principles, practices, and techniques of video/audio and digital multimedia studio and field production and post-production, NLE and CGI.
- ◇ Knowledge of digitizing, encoding and compression of various media for distribution via interactive CD-ROM.
- ◇ Working knowledge of video/audio pre-processing and digital capture.
- ◇ Working knowledge of web application software (i.e. HTML, CSS, SMTL, and JavaScript).
- ◇ Knowledge of webcast issues (i.e. bandwidth, compression, encoding, storage, connection speeds and end-user capabilities).
- ◇ Knowledge of teaching methods and techniques as they relate to media.
- ◇ Knowledge of graphic design, public relations, and/or marketing methods and techniques.
- ◇ Knowledge of basic photographic and darkroom principles and techniques.
- ◇ Ability to manage, direct, and coordinate talent (actors, narrators, etc.), props, events, sequences, etc. in various industrial, educational, and community settings.
- ◇ Ability to communicate effectively orally and in writing, tailoring communication styles to demographically varied audiences.
- ◇ Ability to transport and use necessary video, audio, and/or digital still acquisition equipment in remote

### **MINIMUM QUALIFICATIONS:**

- ◇ Bachelor's degree in a relevant field and two (2) years of relevant experience; or other equivalent combination of education and experience.