

Position: Multimedia Production Specialist II	Salary Grade: 45
	BD: 07/18/12

### **Summary**

Plans, conceptualizes, and produces multi-media programs for online learning classes, public information and access, and special events. Consults with and assists faculty, staff, and others to produce presentation quality videos. Coordinates and participates in the distribution of audio-visual and distance education equipment and materials to campus locations. Coordinates closed captioning for College online courses and events.

### **Distinguishing Career Features**

The Multimedia Production Specialist II is a senior-level technical position requiring specialized training in all aspects of video production including, but not limited to conceptualizing and directing production of instructional videos, and demonstrated understanding of multi-media production equipment such as computers, peripherals, and transmission devices. The Multimedia Production Specialist II supports live event production to remote sites and requires formal training and experience in television production and broadcast engineering.

### **Essential Duties and Responsibilities**

- Serves as the producer for audio and video productions and recordings used for instructional, promotional and other college applications.
- Designs, conceptualizes, and coordinates production of instructional and other videos. Produces videos for use in education and other College functions. Meets with clients (faculty and administrators) to develop and discuss course, meeting, or conference objectives. Coordinates, shoots, and/or edits content to produce the video.
- Performs a variety of technical duties supporting audio and video media production such as, but not limited to, pre-production planning and post-production editing and titling, writing of scripts, slide shows, and closed captioning. Assures high technical quality of final product.
- Performs logistics functions for productions such as preparing cost estimates, designing and adjusting sets and lighting, and scheduling airtime.
- Coordinates and maintains the learning management system and related platforms.
- Performs repair and maintenance of electronic media equipment and systems, troubleshooting problems by reading electronic schematics, using electronic test equipment, oscilloscopes, multimeter, and other devices.
- Consults with and recommends options to faculty and staff for video enhanced

presentations.

- Prepares and distributes program, procedure, and participant materials and manuals, technical documentation describing equipment operation, room setup, and amplification for areas such as, but not limited to online learning, live and pre-recorded meetings, and events.
- Develops and maintains departmental web pages. Assists faculty with development of web pages that support online learning.
- Participates in the design and advertising of online learning capabilities in external publications. Interacts with representatives of satellite programming distributors for District programming needs.
- Organizes the studio areas to assure compliance with safety standards and the security of equipment. Performs preventive maintenance on equipment.
- May be required to lay out, organize and facilitate production aspects of special events and conferences that occur on evenings and weekends.
- Conducts periodic research of industry trends in broadcast technology, grant opportunities, software, and operations of other online learning entities.
- Delivers, sets up, and retrieves multimedia equipment at a variety of locales.
- Maintains currency of knowledge and skills related to the duties and responsibilities.
- Performs other related duties as assigned.

## **Qualifications**

### ▪ **Knowledge and Skills**

Requires specialized professional knowledge of the principles and practices of design and coordination of broadcasting and networking systems that support multi-media production. Requires a working knowledge of television programming concepts, principles, methodology and techniques. Requires basic knowledge of marketing and customer relations concepts. Requires in-depth knowledge of the use and repair of equipment used in media production such as oscilloscopes, signal generators, and testing devices. Requires skill in editing, non-linear editing, and camera work. Requires knowledge and skill in applying electronic systems, e.g. Windows-based computers and peripherals, to production. Requires knowledge and skill using video and audio editing software such as Adobe Premier Pro. Requires creative, visualization editing and program development skills. Requires skill at prioritizing, planning and communicating program activity sequencing. Requires well-developed language and writing skill to produce manuals, equipment instructions, and program materials. Requires sufficient human relations skills to work cooperatively with others to explain technical concepts and to facilitate discussions with small groups. Requires sufficient math skills to read, summarize, and record detailed

### ▪ **Abilities**

Requires the ability to design and produce multimedia presentations and programming. Must be able to operate all of the equipment related to multimedia production. Requires the ability to operate cameras, special effects generators,

microphone systems, audio boards, and other specialized equipment common to live television studio broadcasting. Must be able to determine methods of transmitting signals to and from remote areas. Must be able to work with end users to determine specific program needs and creatively develop programs to meet those needs. Must be able to plan and prioritize projects to meet required schedules and timelines. Requires the ability to work in a studio environment subject to noise from equipment operation. Requires the ability to work a schedule that is flexible and will conform to distance education class schedules, including split shifts and extended hours to resolve technical issues. Requires the specific ability to work with faculty, supporting their efforts to present information and materials over **online** learning networks. Requires the ability to maintain cooperative and productive relationships with others.

- **Physical Abilities**

Incumbent must be able to work indoors in a studio/control room environment and/or occasionally outdoors, engaged in work of primarily a moderately active nature. Requires the ability to maintain cardiovascular fitness to engage in moderately active physical labor such as carrying equipment to locales for shoots. Must be able to use near and far vision to write, to read printed materials and computer screens, and to observe studio productions, including television monitors and camera view finders, often for lengthy periods of time. Requires sufficient hearing and speech ability for ordinary and telephonic conversation and to hear and adjust quality of sound transmission. Requires manual hand-eye-arm and finger dexterity to use a personal computer keyboard, mouse or other pointing device, and specialized television control room equipment. Requires the ability to stand upright and forward flexing during remote shoots, lift (from overhead, waist and floor levels (50 lbs. max.), carry (50 lbs. max.), and move boxes of video tapes and other materials and equipment in the studio and remote sites.

- **Education and Experience**

The position requires a Bachelor's degree in a media or communications and 3 years of multi-media production experience.

- **Licenses and Certificates**

May require a valid driver's license.

**Working Conditions**

Work is performed indoors where some safety considerations exist from physical labor and handling of medium weight, yet, awkward materials.