



MULTIMEDIA ASSISTANT PRODUCER

FC: VA125
PG: SEIU-11
FLSA: Non-Exempt

PC: 714
BU: 04 (SEIU)
Created: May 9, 2006

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

DEFINITION

Under general supervision, provides linear and non-linear video and audio editing, computer graphic editing, and digital animation support for department's multimedia productions; coordinates daily access and logistics; provides administrative and analytical support and budget preparation to Department Manager, Media and Public Affairs; and performs related work as assigned.

CLASS CHARACTERISTICS

This class gathers information, prepares computer graphics, and provides linear and non-linear video and audio editing in support of various production projects within the Department of Media and Public Affairs; maintains and coordinates access to multimedia equipment and photographic libraries; and performs administrative and budget support to Department Manager, Media and Public Affairs. This class is distinguished from the Multimedia Producer in that the latter has responsibility for developing, preparing, and producing multimedia informational materials and productions, which include shooting, editing and writing the multimedia pieces.

REPORTS TO

This position reports to the Multimedia Managing Producer.

EXAMPLES OF DUTIES – *Duties may include, but are not limited to, the following:*

1. Assists in the formation of multimedia productions through linear and non-linear video and audio editing, digital animation editing, digital video/still photography, digital animation and lighting.
2. Under tight, daily deadlines, sets up interviews and video gathering opportunities for multimedia production staff, and coordinates daily travel logistics.
3. Under tight, daily deadlines, assists the design and editing of still and animated digital graphics and full screens for insertion into multimedia projects.
4. Under tight, daily deadlines, researches background materials and other information for use in multimedia production scripts.
5. Acts as the District's primary still photographer and assists in general video gathering.

Multimedia Assistant Producer

Page 2

6. Develops and maintains digital cataloging systems for historic and new additions to District's library of video and still photographic collections.
7. Schedules BART employee access to multimedia equipment and video library; maintains equipment and photographic libraries.
8. Assists with the recommendation of policy and procedural modifications in the operation of multimedia productions; assists with implementation plans.
9. Works with Department Manager, Media and Public Affairs to develop annual budgets; monitors expenditures; analyzes alternatives and makes recommendations regarding such areas as equipment, cost analysis, policy or procedure modifications, prepares budget and schedules; monitors costs; approves payments; maintains records and prepares reports.
10. Procures multimedia equipment and supplies; procures general office supplies; prepares invoices.
11. Creates the layout of the District's Annual Report, brochures, handouts and other written materials for media sources.
12. Prepares consultant contract documents and selects and directs the work of contractors in the production and publication of such items as the District's Annual Report and employee newsletter.
13. Determines analytical techniques and information gathering processes and obtains required information and data for analysis.
14. Provides technical assistance to the staff of the Department of Media and Public Affairs on administrative and analytical matters and multimedia projects; prepares technical reports, correspondence and other written materials.
15. Discusses findings with management staff and prepares reports of study conclusions.
16. Assists in the development and implementation of department or division goals and objectives.
17. Responds as a member of the media emergency team.
18. Stays abreast of new trends and innovations in the field of audio-visual media production and development.

QUALIFICATIONS

Knowledge of:

Methods and techniques of schedule development and schedule coordination.

Principles of non-linear and linear video/audio editing, digital still, digital video photography and video archiving.

Methods and techniques used in digital graphic design.

Principles, practices, methods and techniques of daily coordination of travel logistics for interview and video gathering.

Multimedia Assistant Producer

Page 3

Principles and procedures of digital and computerized record keeping.

Office equipment including digital video/audio editing, word processing and spreadsheet applications.

Methods of preparing informational materials and disseminating them through various multimedia sources.

Graphic design and printing methods; photographic techniques, styles and formats.

Method and techniques used in analyzing administrative, operational, and organizational problems, budgetary costs and preparation.

Method and techniques of policy and procedure modifications.

Skill in:

Coordinating schedules and multimedia staff assignments.

Preparing accurate records and files.

Collecting, evaluating and interpreting complex information and data.

Performing analytical studies.

Working independently in the absence of supervision.

Establishing and maintaining effective working relationships with those contacted in the course of work.

Operating digital video editing equipment

Operating office equipment including word processing and spreadsheet applications.

MINIMUM QUALIFICATIONS

Education:

An Associate degree with major course work in business administration, public administration, accounting, economics or a closely related field from an accredited college, or demonstrated experience providing a comparable base of knowledge and skill.

Experience:

Two (2) years of (full-time equivalent) verifiable progressively responsible administrative, analytical and/or budgetary experience.

License or Certificate:

“Core Certificate” in basic non-linear video and audio editing, photography, digital graphics, lighting and animation from Bay Area Video Coalition or similar accredited educational institution. (If from an accredited educational institution, must provide documentation for successful completion of the following Avid or Apple certified courses during the last three (3) years: Basic Video Production, Basic Digital Editing, Basic Final Cut Pro, Basic Avid Production, Basic Audio Production, Basic Video Engineering, Basic After Effects and Basic Photoshop).

Other Requirements:

Must possess a valid California driver’s license and have a satisfactory driving record.

Must be required to work off-shift hours to travel in the local area during the production phases of the work.

Must be physically able to lift and carry video and audio equipment weighing up to 50 pounds.

Substitution:

Two (2) years of (full-time equivalent) verifiable video and audio editing experience using the last three years of the Avid or Apple technology may be substituted for the “Core Certificate” stated above.

WORKING CONDITIONS

Environmental Conditions:

Office environment; field environment: travel from site to site.

Physical Conditions:

May require maintaining physical condition necessary for moderate lifting, bending, walking, standing or sitting for prolonged periods of time.

EEOC Code: 02

Safety Sensitive Designation: No