



MULTIMEDIA MANAGING PRODUCER

FC: VF101
PB: 09
FLSA: Exempt

PC: 930
BU: 95 (NR)
Created: April 19, 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

Plans, directs, manages and oversees the day-to-day activities and operations of the District's multimedia productions; sets the daily agenda for multimedia productions; develops and edits the content, direction and tone of all multimedia projects; supports Department Manager, Media and Public Affairs in the development of comprehensive communication strategies; manages multimedia production contracts, budgets and outside consultant contract projects; and performs related duties as assigned.

CLASS CHARACTERISTICS

This single position class is responsible for overseeing the multimedia productions, directing and managing the day-to-day operations of the Media Center (or multimedia productions) within the Department of Media and Public Affairs.

REPORTS TO

This position reports to Department Manager of Media & Public Affairs.

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

1. Supports Department Manager, Media and Public Affairs in the development of comprehensive communication strategies for the District.
2. Develops high-level, sensitive policy issues and supervises the implementation of policies.
3. Participates in development and manages implementation of departmental goals, objectives, policies and priorities for Media Center.
4. Plans, directs, and oversee the design, construction and day-to-day operations of the Media Center (or multimedia productions).
5. Assumes full management responsibilities for the development and administration of the Media Center's budget and production contracts; approves the forecast of funds needed for staffing,

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equipment, materials and supplies; approves expenditures and implements budgetary adjustments as appropriate and necessary.

6. Supports Executive and Department Managers in assisting them in the evaluation and development of multimedia needs.
7. Conducts research on various subject matters and interviews the appropriate parties as needed to elicit complete and accurate news information in preparation for multimedia productions.
8. Writes & Edits scripts for the multimedia productions under tight, daily deadlines.
9. Performs and oversees multimedia productions through linear and non-linear video and audio editing, digital animation editing, digital video/still photography, digital animation and lighting; ensures quality photographic coverage for news releases and District events and publications.
10. Plans, directs, and coordinates, through subordinate level staff, the Media Center's work plan; assigns projects and programmatic areas of responsibility; reviews and evaluates work methods and procedures; meets with key staff to identify and resolve problems.
11. Selects, trains, motivates and evaluates assigned personnel; provides or coordinates staff training; works with employees to correct deficiencies; implements discipline and termination procedures.
12. Establishes, within District policy, appropriate service and staffing levels for Media Center; monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; allocates resources accordingly.
13. Represents the District and participates on a variety of boards, commissions and committees; develops recommendations regarding multimedia productions and general communication strategies, and presents staff reports and other necessary correspondence.
14. Stays abreast of new trends and innovations in the field of audio-visual media production and development.

QUALIFICATIONS

Knowledge of:

Print, electronic and on-line daily news media operations and requirements. Principles, techniques and methods of public and community relations. Principles of budgetary administration and control.

English grammar, spelling, punctuation and vocabulary.

Writing composition techniques.

Interviewing techniques that elicit complete and accurate news information.

Methods of research preparation of informational materials and dissemination of them through various media sources.

Non-linear and linear editing and photographic techniques, styles and formats.

Principles and practices of employee supervision including selection, training, evaluation and discipline.

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Skill in:

Non-linear and linear video and audio editing, news script writing and/or speech writing.

Planning, organizing, assigning, supervising, reviewing and evaluating the work of assigned staff.

Evaluating management decisions, directives and other District activities and events and determining their impact and news value.

Representing the District in contacts with various District Departments, the media, the business community, professional organizations, elected officials and the public.

Communicating District policies and viewpoints clearly and accurately in reports, news releases and other written, on-line or video correspondence. Using tact and diplomacy in handling situations and people.

Meeting critical, daily deadlines.

Ensuring quality photographic coverage for news releases and District events and publications.

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

MINIMUM QUALIFICATIONS

Education:

A Bachelor's degree in English, journalism, communications, or a closely related field from an accredited college or university.

Experience:

Five (5) years of (full-time equivalent) verifiable script writing experience under tight, daily deadlines in an electronic news media outlet, and must have included at least two (2) years of (full-time equivalent) verifiable supervisory experience overseeing day-to-day operations of multimedia productions.

Other Requirements:

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

May be required to work off shift hours and on-call to travel in the local area during the production phases of the work.

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

Substitution:

Additional professional experience as outlined above may be substituted for the education on a year-for-year basis. A Bachelor's degree is preferred.

WORKING CONDITIONS

Environmental Conditions:

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

Physical Conditions:

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

EEOC Code: 02

Safety Sensitive Designation: No