



MULTIMEDIA PRODUCER

FC: HF152
PB: 05
FLSA: Exempt

PC: 881
BU: 91 (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

Produces professional quality audio-visual materials for training, documentary, informational and promotional purposes; evaluates District's multimedia requirements and develops materials to meet those needs; and performs related duties as assigned.

CLASS CHARACTERISTICS

This single position classification is responsible for producing professional multimedia materials for training, documentary, informational and promotional purposes, evaluating the District's multimedia requirements and developing related materials. This class is distinguished from the Multimedia Managing Producer in that the latter manages and oversees all activities and operations of the District's multimedia productions and programs within the Department of Media and Public Affairs.

REPORTS TO

This position reports to the Multimedia Managing Producer in the Department of Media and Public Affairs.

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

1. Researches, analyzes and identifies media related materials for training, documentary, informational and promotional purposes; meets with departments to assess needs for multimedia programs and productions; prepares preliminary concepts and proposals for multimedia projects; evaluates project feasibility; outlines project costs and timetables.
2. Produces a variety of instructional, informational and promotional multimedia programs and productions; writes detailed scripts; obtains required materials and equipment; operates specialized audio-visual equipment; creates animation and visual techniques; edits and compiles finished multimedia production that includes narratives, music and special effects.
3. Act as the District's primary videographer on all multimedia productions.
4. Under tight, daily deadlines, shoots and edits linear and non-linear video and prepares still and animated graphics for linear and non-linear multimedia productions of District plans, activities

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and programs for the purpose of disseminating information to the news media and general public.

5. Under tight, daily deadlines, uses non-linear editing software to complete daily multimedia productions of District plans, activities and programs for the purpose of disseminating information to the news media and general public.
6. Utilizes a variety of professional audio-visual equipment including video recorders, slide projectors, motion picture cameras and post-production editing equipment and non-linear software.
7. Identifies external sources for audio-visual materials, equipment, services and personnel; evaluates applicability to District media requirements.
8. Manages project production activities; prepares budget and schedules; monitors costs; maintains records and prepares reports.
9. Stays abreast of new trends and innovations in the field of audio-visual media production and development.
10. Directs staff and contractors during project tapings; ensures safety standards and procedures are followed.
11. Maintains and adjusts equipment; arranges for repair as required.

QUALIFICATIONS

Knowledge of:

Methods and techniques of evaluating training, documentary, informational_and promotional programs for multimedia requirements.

Methods and techniques of video production and development including script writing and editing.

Operational characteristics of audio-visual production and presentation equipment and software.

Maintenance procedures for audio-visual production and presentation equipment.

Techniques for preparing educational and informational materials.

Methods and techniques of storing a variety of media.

Principles and procedures of financial record keeping and reporting.

Principles and practices of project budgeting and management.

Available resources including media suppliers, vendors and contractors.

Related Federal, State and local codes, laws and regulations.

Skill in:

Developing and producing professional quality audio-visual materials.

Identifying and assessing audio-visual requirements.

Translating customer needs into instructional and informational materials.

Preparing written materials, including scripts, reports and correspondence.

Utilizing special effects including animation.

Operating, adjusting and maintaining equipment necessary for assigned work.

Troubleshooting problems and resolving issues related to media production.

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Directing and coordinating diverse groups.

Organizing and cataloging audio-visual materials.

Working independently in the absence of supervision.

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

Communicating clearly and concisely, both orally and in writing.

MINIMUM QUALIFICATIONS**Education:**

A Bachelor's degree in media arts or a closely related field from an accredited college or university.

Experience:

Four (4) years of (full-time equivalent) verifiable professional media production experience.

Other Requirements:

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

May 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 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 moderate lifting, bending, walking, standing or sitting for prolonged periods of time.

EEOC Code:02

Safety Sensitive Designation: No