

Class Code: 758
City of Anaheim
Class Specification

Classification:
MEDIA PRODUCTION SPECIALIST

Definition: Under minimal supervision provides audio and visual materials for training of Police and City personnel and performs community information activities.

Examples of Essential Job Functions:

Produces, directs and coordinates the different production elements (setting, equipment, technical crew, performers, lighting, music, etc) into a quality communications or training production.

Writes scripts, records, edits, duplicates and distributes departmental training productions.

Provides high end computer graphics for overhead, slides and print media.

Organizes, arranges, develops and meets the informational needs of other bureaus and departments of the City.

Develops unique and unusual scripts supportive of departmental training goals and procedures.

Provides department assistance in script development from an initial concept through the research stage and finally to production.

Visualizes, designs and focuses objectives for informational and training programs and develops visual concepts and styles that will favorably impact the program.

Provides preventive and trouble-shooting maintenance on state of the art media production equipment.

Assesses ongoing needs for new system design and selects, tests, evaluates and makes recommendations regarding the installation of new equipment to enhance studio operations.

Examples of Non-Essential Job Functions:

Maintains the department video library, orders necessary supplies and equipment.

Develops new training concepts and proposals for submission to the Police Department staff; evaluates the purchase of outside videotapes and instructional materials.

Schedules and supervises part-time employees as assigned. Recruits, supervises and implements Media Internship Program.

Produces informational programs with the aid of subject area experts.

Recommends purchase of photographic, video and audio equipment.

Coordinates scheduling of productions, talent, equipment and crew.

Provides technical and creative assistance for other city departments.

Performs related duties as required.

Minimum Requirements:

Experience: Extensive experience in CATV/Broadcast program design for informational and training programs.

Knowledge of: Techniques, materials, and equipment used in the design, creation and production of slide shows, video tapes, multi media shows, 35mm photography, television programming, and television production studio operations; english usage, spelling, grammar, and punctuation.

Ability to: Establish and maintain effective working relationships; use special equipment and techniques of media production; troubleshoot technical problems in the field; create artistic composition and continuity; write script for informational programs; communicate effectively, both orally and in writing; demonstrate a creative and imaginative approach in developing unique and unusual scripts; visualize, design and focus objectives for informational and training programs; develop visual concepts and styles; assess needs of department in the area of video production products.

Physical Requirements: Must be able to lift, move and operate a variety of video and other media production equipment; climb ladders; work in confined spaces; use both arms and legs.

License and/or Certification Required: Possession of, or ability to obtain a valid California Driver's License.

Supervision Exercised: Plans, schedules and makes assignments of interns and other part-time employees; evaluates performance but does not hire.

Supervision Received: Works under the technical supervision of the Training Lieutenant who makes assignments and periodically reviews work.

FLSA Designation: Non-Exempt

NOTE: The above statements are intended to describe the general nature and level of work being performed by persons assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

Revised 5/86 - Nash and Associates
Revised 1/89 - L. Harvey
Revised 2/91 - V. Kilmurray
Revised 12/93 - C. Harris
Doc: CS1224VK.WP