



Classification Title: Media Producer

Department:	Telecommunications – Grants	EEO6 Code:	5
Employee Group:	Classified	Salary Grade:	31
Supervision Received From:	Manager, Web Development Services	Date of Origin:	9/2016
Supervision Given:	Direction and Guidance	Last Revision:	3/2017 (Reevaluation)

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 by individual positions.

JOB SUMMARY.

Organizes resources and directs and participates in the production of a variety of multimedia programs, including in-studio, field and live video/web streaming productions for online, web-based instruction and coursework and original programming for the California Community Colleges (CCC) system; serves as producer, director and editor for event documentation and instructional, promotional and contract productions; directs the work of production personnel.

DISTINGUISHING CHARACTERISTICS.

The Media Producer is distinguished from Educational Television Producer by the former's responsibility for producing, directing and editing productions for the California Community Colleges (CCC) system and promoting 3C Media Solutions grant offers to faculty, staff and students throughout the CCC system, while the latter position is responsible for producing, directing and editing and broadcasting of Palomar College's cable television productions.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS.

Essential Functions: Essential responsibilities and duties may include, but are not limited to, the following:

1. Leads and participates with other staff in the planning and preparation for in-studio, field and live video/web streaming production assignments; based on the end result/production quality expected; performs the full range of pre- and post-production activities, including audio, video and lighting equipment setup, creation and pre-loading of titles, digital video and audio editing and mixing; creates special effects and adds narration, voice-overs and dubbing; ensures compliance with all Federal Communications Commission (FCC) rules and regulations and National Television System Committee (NTSC) broadcast standards.
2. Serves as a technical and production consultant in the preparation of video and/or multimedia presentations for administrators', staff and faculty of the CCC system; produces, directs and edits the Chancellor's Office Board of Governors bi-monthly two- to three-day meetings held in Sacramento and at remote locations throughout the state and provides video streaming of those events.
3. Produces and develops programs from original concept to completed project; meets with internal and external clients to develop and plan audio and/or video projects, including related budget proposals, timelines and other programming needs for the CCC system; produces and designs instructional programs, commercials, college events and/or multi-media productions for webcast and media-on-demand for the department.

4. Creates motion graphics, multimedia segments and computer character-generator titles for productions; identifies images, writes and/or edits scripts, mixes audio, corrects color and inserts graphics, identifies music and verifies broadcasting rights.
5. Coordinates resources, oversees and performs a variety of crew support positions; sets up and operates a wide variety of broadcast-quality video, studio and remote production equipment including computer editors, cameras, computer graphics, digital switches, effects generators, audio consoles and video-capturing machines; operates District and other vehicles at remote production sites as required.
6. Monitors and stays abreast of trends in broadcast and audio/video production technology; tests and evaluates new equipment, tools and software for potential use by the grant; makes recommendations to improve operational effectiveness and quality while minimizing costs.
7. Performs onsite presentations of 3C Media Solutions services at California Community Colleges and conferences; advises and consults on how to use the department's various services; provides onsite training and support for individuals using 3C Media Solutions services.
8. Participates in selecting, training and leading the work of production personnel including student production assistants, student interns and freelance production personnel; provides or coordinates staff training;
9. Maintains accurate and complete video and digital media libraries; archives graphic images and maintains an image database; arranges for major maintenance and repairs of equipment; maintains equipment for duplication, conversions and creation of content in various formats.
10. Assists in the preparation and implementation of goals, objectives, policies and procedures; establishes schedules involving services provided.
11. Establishes and maintains vendor contacts for equipment research and purchase; negotiates and schedules contract work with outside production facilities, personnel and talent agencies.

Marginal Functions:

1. Prepares and ships various packages and freight.
2. Orders video equipment and production supplies and maintains inventories; researches and writes proposals for equipment purchases.
3. Prepares various graphic and media files for print services.
4. Attends and participates in professional group meetings.
5. Performs related duties and responsibilities as required.

QUALIFICATIONS.

Experience and Education/Training Guidelines: Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience: Five years of increasingly responsible experience in audio/video or television production, direction and editing, including two years of lead responsibility.

Education/Training: Equivalent to an associate's degree from an accredited college or university with major coursework in communications, media, television production or a related field.

Licenses/Certificates:

Possession of, or ability to obtain, an appropriate, valid California driver's license by time of appointment.

Preferred Qualifications:

Experience in live/web streaming production and the use of broadcast-quality and high-end production equipment.

Knowledge of:

1. Principles and practices of multimedia production planning and development.
2. Recent developments related to television productions.
3. Methods and techniques for concept development, storyboarding and script writing for a variety of purposes and audiences.
4. Basic web design and web streaming principles, methods and techniques.
5. Graphics software.
6. Various output media, their specifications and methods of duplication and conversion.
7. Techniques for setting up multi-camera and live-action productions and sound and lighting systems for studio and field productions.
8. Trademark and copyright law and fair use practices for education.
9. Procedures, methods and techniques of budget preparation and control.
10. Modern office procedures, methods and equipment including computers and related software.
11. FCC rules and regulations; NTSC technical standards.
12. Safe work practices, occupational hazards and standard safety procedures.
13. Local, state and federal regulations, including terminology and processes applicable to areas of assigned responsibility.

Skill in:

1. Overseeing production operations in an educational television studio facility and ~~on~~ at offsite locations and providing work direction, organizing, and training technical production personnel.
2. Producing, directing and editing online video programs for broadcast.
3. Setting up video/audio production equipment for effective use in both studio and field settings.
4. Operating and maintaining a wide variety of broadcast and audio/video production and editing equipment.
5. Operating vehicles in a safe and effective manner.
6. Recommending and implementing goals and objectives.
7. Preparing and administering budgets.
8. Preparing presentations, proposals, budgets and reports relative to assigned areas of responsibility.
9. Operating office equipment including computers and supporting business software.
10. Communicating clearly and effectively, both orally and in writing.
11. Maintaining sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students, faculty, and staff.
12. Working independently in the absence of supervision.
13. Establishing and maintaining effective working relationships with those encountered in the course of work.

WORKING CONDITIONS.

Environmental Conditions: The incumbent works under typical office conditions where the noise level is usually quiet, and in a studio where the noise level is moderate; occasionally works in outside conditions, with exposure to weather, work on uneven surfaces and risk of electrical shock.

Physical Conditions: Essential and marginal functions may require physical fitness requirements necessary to perform the job functions with or without accommodation, such as the ability to walk, stand or sit for prolonged periods; repetitive use of computer keyboard and broadcasting equipment; near visual acuity and ability to differentiate operating equipment sounds. Requires occasional operation of District vehicles.

TERMS OF EMPLOYMENT.

The duration of any restricted funded position in this classification is dependent upon the continuation of funding.