

## CITY OF GLENDALE

<b>TITLE:</b>	<b>Media Production Specialist</b>	<b>CLASS CODE:</b>	<b>473</b>
<b>REPORTS TO:</b>	<b>Various</b>	<b>GRADE:</b>	<b>24</b>
<b>DEPARTMENT:</b>	<b>Marketing/Communications</b>	<b>FLSA:</b>	<b>E</b>
<b>JOB SPECIFICATION DATE: April 6, 2011 ajw</b>			

### **JOB SUMMARY**

Provides audio and/or video technical support including producing, distributing, and broadcasting live and taped programs for citywide public information and communication purposes. Coordinates, sets up, and operates audio, video and lighting systems for broadcast productions, public meetings and other city events.

### **ESSENTIAL FUNCTIONS**

NOTE: Specific functions, required knowledge, skills & abilities may vary depending on assignment.

1. Provides audio/video services including setting up, maintaining and operating audio/visual equipment.
2. Identifies equipment, logistical, and supplies needed for audio/visual services, projects and operations; obtains and sets up audio visual equipment and related support gear/supplies such as projectors, sound recording equipment, video players and lighting; operates equipment; and/or instructs users how to operate equipment.
3. Operates a variety of broadcast equipment, including video cameras, recorders, non-linear editors, switchers, audio & light boards, computerized playback systems, motorized lift and hand-held dolly for live and taped television.
4. Installs, maintains, repairs, upgrades and/or modifies a wide range of audio/video equipment including presentation and recording equipment; documents system changes; conducts problem analysis and resolution; arranges for major repairs; keeps inventory of all equipment, accessories and supplies.
5. Provides technical support and assistance to departments and facilities; researches and evaluates equipment and makes recommendations regarding the need for new software or equipment to maximize system performance and to meet industry and manufacturer standards.
6. Coordinates, schedules and directs the work of freelance personnel.
7. Plans, organizes, schedules, coordinates and monitors the lighting, location set-up, timing, technical equipment, and subjects from pre-production through post-production stages for original cable programming utilizing portable equipment and studio facilities.
8. Designs and produces high quality video graphics.
9. Coordinates technical operations, equipment rentals and stage set up for city events with City departments, outside organizations and individuals.
10. Conducts and/or assists in researching subject matter, compiling background information and other necessary production work for projects.
11. Manages scheduling and updating of on air programming; coordinates and enhances the use of the government access channel.
12. Performs other related duties as assigned.

## **KNOWLEDGE, SKILLS, ABILITIES**

### **Knowledge of:**

- Project management techniques
- Current industry trends, quality standards and best practices
- Current audio visual systems, technology and communications
- Audio video production procedures for large festivals and other city wide events including live and/or remote broadcast productions
- Various video production procedures, broadcast production techniques and related systems and equipment
- Audio and lighting system principles and operations
- Software with non-linear editing programs, including but not limited to: MAC OSX, Windows, Apple Final Cut Pro, Adobe After Effects, Photoshop and other systems within Apple, Adobe, Boris, Genarts Sapphire, Roxio, Sundance and Microsoft
- Industry and FCC quality standards

### **Ability to:**

- Work effectively with users, technical personnel and consultants to achieve stated objectives
- Plan, organize, assign and coordinate the work of temporary and contract staff
- Install, configure and support a variety of computer hardware and software
- Communicate effectively both verbally and in writing on a technical and non-technical level to a diverse group with wide ranging knowledge of broadcast operations
- Produce, research and work in small teams to create broadcast productions
- Continually learn and demonstrate new skills via hands on training, classroom training and self-study learning methods
- Train and instruct others in the operation and maintenance of video, audio, graphics, editing and lighting equipment
- Read blue prints and repair video, audio and lighting equipment
- Operate and adjust systems and equipment pertaining to video, audio, graphics, lighting, and computer editing at remote productions and studio production facilities
- Operate trucks and vans
- Physically lift 50 pounds to waist height, install network equipment in physical location

## **WORKING CONDITIONS**

Daily lifting and carrying of heavy equipment of up to 50 pounds. Some occasional exposure to adverse weather conditions and electrical hazards. Awkward positions are occasionally maintained when operating equipment.

## **MINIMUM QUALIFICATIONS**

Bachelor's Degree in broadcasting, communications, television/radio/film, electronics or related field and three years experience in audio and/or video production including engineering, design, control, set up and operation of related systems.

Any equivalent combination of training and experience that provides the required knowledge, skills, and abilities, is qualifying.

## **SPECIAL REQUIREMENTS**

- Valid Arizona driver's license
- Ability to see full color spectrum