



Senior Video Production Specialist

Purpose of the role:

Under direction, performs a wide variety of general production duties for the City's Government television channel; directs and produces original programming; provides technical and creative services including writing, production and direction of video programs; oversees public meeting broadcasts and other live events; performs and oversees field productions and station operations; supervises and participates in the work of production crews; and performs a variety of specialized technical tasks relative to assigned area.

Distinguishing Characteristics:

A Senior Video Production Specialist is an advanced journey-level cable production position. Incumbents work independently and are responsible for performing complex, high-quality production programming and broadcasting duties. A Senior Video Production Specialist is distinguished from Cable Services Coordinator in that the incumbent in the latter class has supervisory and coordination responsibility for TOTV operations and performs research and analysis on City-wide service issues. A Senior Video Production Specialist is further distinguished from a Video Production Specialist in that incumbents in the former class independently perform the more complex production and broadcasting assignments with a higher degree of independence and work in a supervisory capacity as the lead production specialist which requires knowledge of advanced production techniques.

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

Essential Duties and Responsibilities:

- Performs production and post-production duties including script writing, technical direction, creating and producing electronic graphics and digital video effects, directing field and studio productions, setting up and operating single- and multiple-camera and audio equipment, and operating video tape editing equipment; coordinates, monitors and directs activities of contract, volunteer and City staff production personnel during field and studio production.
- Supervises production specialist crews as well as temporary help and interns in the operation and broadcast of City video programs; provides guidance and training.
- Provides technical and creative services for the City's public information and television operations.
- Operates technical station broadcast equipment; sets up lighting, graphics and video recording equipment; performs inventory duties and simple maintenance on video and production equipment; oversees vendor contracts for repairs and equipment replacement.

- Develops video programs from original concept to completed project, including writing, production and direction; performs field and studio production and broadcast assignments; edits finished productions on non-linear systems.
- Researches and orders programming and public service announcements for distribution on government channel and other platforms.
- Coordinates production, broadcasting and other activities with City departments, commissions and outside agencies.
- Responds to public inquiries in a courteous manner; provides information within the area of assignment; resolves complaints in an efficient and timely manner.
- Estimates time, materials, and equipment required for jobs assigned; requisitions materials as required.
- Assists in selecting video production and broadcast equipment; maintains equipment inventory records and orders required supplies.
- Provides audio-visual support for City presentations.
- Performs related duties as required.

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

***Desired
Minimum
Qualifications:***

Knowledge of:

- Operations, services, and activities of a public broadcasting program.
- Principles of lead supervision and training.
- Television programming and production techniques, practices and equipment.
- Complex computer graphics systems.
- Design and preparation of computer-generated graphics and digital video effects.
- Principles, techniques and methods of program and broadcast direction.
- Operation of automated playback broadcast equipment and software.
- Electronic theory and electrical engineering.
- Script writing methods and techniques.
- Standard professional-quality television equipment and cameras necessary to broadcast on a Government channel and methods of operation.
- Non-linear editing techniques.
- Pertinent federal, state, and local laws, codes, and regulations.

Ability to:

- Lead and organize work of production crews.
- Independently perform the most difficult cable production programming and broadcasting duties.
- Understand the organization and operation of the City and of outside agencies as necessary to assume assigned responsibilities.

- Interpret, explain, and enforce department policies and procedures.
- Understand, interpret, explain, and apply applicable federal, state, and local policies, laws, and regulations.
- Set up and operate a variety of public broadcasting equipment, television cameras and lighting controls.
- Produce and direct complex, live television events.
- Use non-linear editing systems.
- Perform script writing assignments for television broadcast.
- Utilize standard office equipment including computers and related software applications.
- Prepare clear and concise reports.
- Work independently in the absence of supervision.
- Understand and follow oral and written instructions.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Respond and perform assigned duties in the event of a City-declared emergency.

Competencies:

- Results Oriented
- Customer-Focused
- Problem Solver and Decision Maker
- Planner and Organizer
- Technically Knowledgeable

Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education and Experience Guidelines:

Education:

A Bachelor's Degree from an accredited college or university with major course work in telecommunications, television production or a closely related field.

Experience:

Four years of responsible television programming experience related to area of assignment including two years of experience comparable to a Video Production Specialist with the City of Thousand Oaks. Non-linear editing is highly desirable.

Licenses; Certificates; Special Requirements:

A valid Class C California driver's license is required.

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

***Physical and
Environmental
Conditions:***

Physical: Sufficient physical ability to work in an office setting; sit, stand, walk, reach, twist, turn, kneel, bend, squat, and/or stoop for prolonged periods of time; perform duties requiring grasping, repetitive hand movement, and fine coordination; lift, and push files, paper, and documents weighing up to 50 pounds; and operate office and video production equipment. **Vision:** See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents and to operate office equipment. **Hearing:** Hear in the normal audio range with or without correction.

Environment: Standard office setting. Production assignments may require working outside on location in varied open space and City environments where noise levels range from quiet to moderately loud.

*Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications **may not include all** duties performed by individuals within a classification. In addition, specifications are intended to outline the **minimum** qualifications necessary for entry into the class and do not necessarily convey the final qualifications of incumbents within the position.*

Pursuant to California Government Code Section 3100, all public employees are required to serve as disaster service workers subject to such disaster service activities as may be assigned to them by their supervisor or by law.

Date Adopted: 7/5/03
Date Revised: 1/14/13

1/9/13:

- Removal of any reference to cable production, video tape and linear editing. Also, updated Experience to include "non-linear editing is highly desirable".