



Video Production Specialist

Purpose of the role:

Under direct supervision, assists in performing production and post-production assignments in the daily operations of the City's television channel; and performs related duties as assigned.

Distinguishing Characteristics:

The Video Production Specialist is a journey-level video production position. The incumbent performs duties of routine to moderate difficulty while learning practices, procedures and creative processes associated with channel operations and video production, as well as more advanced programming and broadcasting. Assignments may vary in difficulty and complexity based on an incumbent's experience, expertise and demonstrated creativity and proficiency. A Video Production Specialist is distinguished from a Senior Video Production Specialist in that an incumbent in the latter class independently performs the more complex assignments requiring advanced knowledge and techniques and provides day-to-day supervision to this class.

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:

- Assists in the programming and daily operations of the City's television channel, TOTV; assists in the development of complex to simple video programs; assists in performing field and studio production assignments.
- Assists in performing production and post-production duties, including setting up and operating camera and audio equipment and performing support functions during filming or broadcasting of meetings.
- Operates equipment and updates and maintains the division's program library; performs data entry to update and maintain the unit's electronic bulletin board.
- Creates, builds and loads lists of programs to be aired on cable channel; ensures correct programming playback; resets listing as needed.
- Produces the TOTV program schedule.
- Ensures timely and accurate recording of agenda and other reports; ensures that recordings are aired at the correct time.
- Performs assigned research projects regarding programming and public service announcements for broadcasting.
- Assists with equipment inventory records and in ordering required supplies.

- 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:

- Basic television programming and production techniques, practices and equipment.
- Correct English usage, including spelling, grammar and punctuation.
- Standard industrial-quality television equipment and cameras necessary to broadcasting on a government channel.
- Video tape editing techniques including single and multi-source recording.
- Pertinent federal, state, and local laws, codes, and regulations.

Ability to:

- Operate television cameras and lighting controls.
- Set up television production equipment for both studio and remote site usage.
- Learn to operate tape editing equipment.
- Utilize standard office equipment including computers and related software applications.
- 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:

One year of experience in television programming or production.

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 printing/distribution of schedules. Also, updated Distinguishing Characteristics to change position from entry-level to journey-level. In addition, changed Physical and Environmental Conditions to reflect the same conditions as the Senior Video Production Specialist.