

VIDEO PRODUCTION SPECIALIST

DEFINITION

Under direction, coordinates and/or performs specialized and complex technical duties pertaining to the development, design and production of multimedia programs, instructional media materials, and other related items; plans, organizes and schedules all elements pertaining to video production; works with college administrators, professors, staff and others to plan and determine production goals; determines and assembles necessary video, lighting, audio and other production equipment; records and edits video, graphics, sound and other media elements; transfers and prepares final product to desired format; and performs related work as assigned.

DISTINGUISHING CHARACTERISTICS

This is a technical specialist class within the Yosemite Community College District (YCCD). Incumbents in this class perform the full range of specialized technical duties involving the development, design and production of multimedia programs, instructional media materials, and other related items. Incumbents work with District staff to plan and design solutions to multimedia production needs, utilizing advanced and specialized knowledge of multimedia production technology to make decisions and complete assignments.

This class may be distinguished from the lower-level class of Multimedia Technician because incumbents in that class perform technical duties involving delivery, set up, operation, retrieval, maintenance, troubleshooting, and repair of multimedia and related systems and technology, but have minimal responsibilities related to production planning, design and coordination.

SUPERVISION RECEIVED AND EXERCISED

Incumbents in this class work under the direction of a manager or senior manager, receiving occasional supervision while working toward a definite objective that requires use of a wide range of procedures. Incumbents plan and/or determine specific procedures or equipment required to meet assigned objectives and solve non-routine problems, referring only unusual matters to a supervisor.

An incumbent in this class does not directly supervise other full-time employees, but may serve as a lead worker by assigning, directing and/or monitoring the work of subordinate full-time employees on a regular basis.

ESSENTIAL DUTIES

- Performs specialized and complex technical multimedia production work through the use of various formats and technologies.
- Meets with District staff (clients) to plan and organize production requests and determine optimal methods of achieving desired results; consults regarding multimedia needs and desired output, as well general design goals and other matters; discusses production options, techniques and procedures.

- Plans and proposes content, giving consideration to program length, target audience, distribution and other factors.
- Estimates costs for proposed projects; evaluates the feasibility of in-house or external vendor production; communicates cost projections to supervisor and/or client.
- Determines production schedules; works closely with user clients, technical support personnel and service vendors to meet production needs.
- Plans, organizes and schedules video production activities, both in a studio and on location; assembles equipment; sets up lighting; tests and places microphones; records video footage; conducts and records interviews, testimonials, performances, speeches and other events for addition/inclusion into final programs.
- Utilizes video editing equipment to create a broadcast quality video program; captures non-linear video segments; prepares graphics; creates video composites; incorporates appropriate production music; scans and incorporates still images; prepares electronic titles; prepares and authors DVD menus, labels and packaging.
- Reviews products with clients for approval or possible revision.
- Provides professional narration in the production of video and other media materials.
- Serves as a technical resource to others regarding video and multimedia productions; explains and interprets technical methods and options, as well as policies, regulations and operational procedures to persons contacting the office such as faculty, students, staff and the general public.
- Duplicates video materials as requested for a variety of applications; prepares and formats for use in presentations and instructional settings.
- Manipulates images for specialized productions; creates masks, adds effects and filters, and corrects color adjustments.
- Maintains complex video storage and retrieval systems, production files, cost details and other records.
- Independently responds to various inquiries and correspondence; prepares information and data requested for administrative review; prepares reports, files, correspondence and other documents; attends meetings; serves on committees and task forces.
- Performs other related duties as assigned.

TYPICAL WORKING CONDITIONS

- Work is generally performed in a standard office environment, but also includes activities that occur in a variety of indoor and outdoor settings.

MINIMUM QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The knowledge and ability requirements are representative of essential duties. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of the position.

Knowledge of:

- Modern instructional video/media production functions, practices and procedures.
- Correct English usage, spelling, grammar, punctuation, and arithmetical concepts.
- Policies, rules, and regulations pertaining to the acquisition, processing, circulation, and distribution of instructional media, audio-video materials.
- Technical video/media, stage, and live production and direction methods, strategies and techniques.
- Organizational methods and procedures, including the use computer hardware and application database video/media library management systems.

Ability to:

- Effectively perform responsible media production activities.
- Prepare and maintain a variety of automated records and files, and be able to present clear and comprehensive management related reports.
- Effectively organize and guide the work of other media staff.
- Perform duties with minimal accountability controls.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of the work.

Licenses and Certificates:

- Depending upon assignment, a driver's license that is valid in California may be required for initial and continued employment.

Physical and Mental Standards:

- **Mobility:** ability to sit for long periods, move about an office, stand occasionally, reach above and below desk level.
- **Dexterity:** fine manipulation sufficient to operate a computer keyboard, use cameras and other video equipment, handle individual papers, write and take notes.
- **Lifting:** frequent lifting of papers, files, equipment and material weighing up to 50 pounds.
- **Visual Requirements:** close vision sufficient to read files, documents, and computer screens and do close-up work; ability to adjust focus frequently.
- **Hearing/Talking:** ability to hear normal speech, speak and hear on the telephone, and speak in person.
- **Emotional/Psychological Factors:** ability to make decisions and concentrate; frequent contact with others including some public contact; frequent deadlines and time-limited assignments.

Education and Experience:

Any combination of education, experience and/or training that would likely provide the above-required knowledge, skills and abilities is qualifying. Typical background patterns that would provide the knowledge, skills and abilities are:

- Education: Possession of an associate's degree from an accredited college or university, with major course work in photography, graphic art, fine art, design, communications, business administration or a closely related field.
- Experience: Four years performing video and/or multimedia production work that required the use of advanced computer editing and production software, including two years that included responsibility for coordinating complex video production projects.

Special Requirements:

- Demonstrated proficiency with video cameras and multimedia editing equipment, as well as specialized video production software, may be required.

Class Adopted: 03/01/09

Class Amended: 10/1/15, 07/01/23