



Multimedia Communications Specialist

Definition

Under general supervision, performs a variety of duties related to the development, preparation, and implementation of strategic internal and external communications, public information, and customer and community relations activities; performs technical and creative development work in the production of video, audio, media, and broadcast productions for instruction, communications, and public information; prepares informational materials for dissemination through a variety of communications media, public meetings, and events; works with neighborhood communities, businesses, and civic leaders to assure their understanding of City policies and operations; and performs other related work as required.

Class Characteristics

This is a specialized journey-level classification performing the full range of video, audio, media, and broadcast production specialist assignments. Incumbents at this level are capable of performing technical production support duties, including video, audio, media, and broadcast productions, developing and recording scripts, shooting videos, and editing productions and are required to be fully trained in all procedures related to the assigned area(s) of responsibility, working with a high degree of independent judgment, tact, and initiative.

Supervision Received and Exercised

Receives direct supervision from the Chief Technology Officer. May provide technical and functional direction to staff.

Typical Job Functions

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

Performs a variety of public outreach and community relations activities, events, and public awareness programs for the dissemination of information regarding City operations, policies, and procedures.

Provides technical support for city meetings, special projects, staff presentations, and other production-related events.

Researches, advises and purchases production equipment, office supplies, remote unit equipment, computer hardware and software.

Coordinates administrative operations which includes: placing orders for equipment, services and supplies; issuing payments for goods and services; scheduling appointments; coordinating the department schedule; monitoring and updating divisional budget; preparing reports, forms, evaluations and requests; maintaining related files and records; and providing information of government access operations to other agencies.

Assists in the design, installation, maintenance, and repair of audio, video, presentation, and broadcasting equipment and systems, including troubleshooting electronic systems, fabrication, construction, and soldering.

Creates and maintains layouts and custom scripting for various applications including the department's tape library, equipment, and administrative databases.

Maintains a working inventory of equipment, components, and parts; updates and maintains databases, logs, and records of equipment circulation, statistics, and requests; provides for and maintains measures to ensure equipment security.

Assists the emergency operations team by supporting development and implementation of communications plans.

Monitors and oversees the work of part-time employees, contractors, interns, and volunteers.

Stays abreast of new trends and innovations in the production operations and services; researches emerging products and enhancements and their applicability to the City's needs; makes recommendations considering budget, installation, training, and operational perspectives; learns and applies emerging technologies.

Maintains the city's communications library, including recordings of all public meetings and other productions.

Perform related duties as required.

When performing production activities:

Produces and directs programming for the government access channel including: city meeting broadcasts, special events, informational videos, documentaries, public service announcements, and other projects.

Oversees and performs video production for the city including telecast of city council and commission meetings and other city meetings and events.

Produces, creates and provides production related phases related to special projects including preproduction such as evaluating the type and placement of cameras, audio, and lighting units.

Plans and performs video, audio, media, and broadcast post-production tasks, including reviewing recordings, making editorial decisions, creating graphics and closed captioning for video and television productions, making audio adjustments such as adding music and sound effects, and final editing; utilizes computer graphics and special and audio effects for post-production in accordance with the overall production concepts; compresses video projects for output; mixes audio products into files;

makes productions available in a variety of formats; coordinates internal and external duplication services as required.

Coordinates and maintains the broadcast schedule of programming for the government access channel including: acquiring programming from outside agencies, maintaining broadcast licensing agreements, and promoting the channel's schedule to the public.

Maintains the city's webcasting service which includes developing content for online streaming video and the technical maintenance/configuration of the webcasting servers and related components.

Ensures compliance with applicable FCC standards and guidelines.

Works with the cable company to ensure proper maintenance of the government access channel and its subsystems throughout the Cupertino cable network.

Works in collaboration with staff to produce a variety of informational and instructional video, audio, media, and broadcast products, including gathering data and conducting interviews, developing ideas, creating content, and scripts, determining shoot locations and production schedule, shooting videos, recording voice over, and editing.

Conducts field-based video production and operates video and audio equipment; transports and sets up lighting and audio equipment as required; provides troubleshooting and maintenance of field production equipment.

Oversee and participate in taking photographs, slides, and films for news media or City use; coordinate the production of various publications, slide shows, films, exhibits, and similar materials. Responds to requests from the public for event coverage, programs for air, and production services.

When performing audio/visual support:

Schedules and administers audio/visual services such as equipment reservation, delivery and pick-up, and technical support.

Provides technical support in the proper use of video and audio equipment and systems.

Designs and engineers the installation of audio/visual and computer equipment along with their integrated systems including: performing hardware, peripheral and software configurations for audio/visual devices, servers and workstations.

Operates, maintains, tests, troubleshoots and repairs audiovisual equipment; periodically inspects, cleans and tests audiovisual equipment and performs routine preventative maintenance and minor mechanical repairs to equipment; refers issues and arranges for equipment repairs with service technicians, vendors, or the Information Technology Department.

Qualifications

Knowledge of:

Principles, techniques, and methods of public information, outreach, and community relations.

Production techniques and procedures for video, audio, media, and broadcast production and post-production, including editing, copywriting, development of production schedules, voice acting, master control operation, audio/video processing, and the use of open and closed captioning information in compliance with Federal ADA standards and City policy.

Principles and techniques of television and video production, engineering, equipment and digital video and audio systems and their various formats.

Software applications such as computer animation/DVE production software, non-linear editing systems, digital imaging and multimedia software, computer assisted drawing (CAD) applications and database software.

Computer programming languages as used in conjunction with Web-based, applications (e.g. HTML and PHP), databases, and video systems. Audio/visual and computer equipment and specialized computer workstations.

General video engineering principles as they relate to system design and maintenance, signal flow, the interoperability of audio and video components, and computer hardware and software systems.

Lighting design principles, optical and acoustical fundamentals, and other aesthetic elements as they relate to television broadcasting and production.

Copyright laws, rules, and regulations.

Principles and practices of data collection and script and creative content development, editing, and recording.

Applicable Federal, State, and local laws, regulations, codes, and guidelines related to the program area to which assigned, including copyright laws and Federal Communications Commission rules and regulations.

Principles and procedures of record keeping and report preparation.
Proper storage and care of equipment and tools.

Standard office practices and procedures, including the use of standard office equipment and computer applications related to the work.

English usage, spelling, vocabulary, grammar, and punctuation.

Techniques for providing a high level of customer service by effectively dealing with the public, vendors, students, and faculty and other staff, including individuals of various ages, various socio-economic and ethnic groups.

Ability to:

Perform a variety of public outreach and community relations activities for the City.

Operate and maintain audio and video production equipment and computer programs, including editing and duplicating systems, cameras, production lighting, closed captioning, and recording systems.

Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures.

Learn current issues and projects impacting City operations.

Learn applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.

Learn to interpret, apply, and explain City and departmental policies, operations, and procedures.

Respond to requests and inquiries from the general public.

Develop and maintain contacts with the news media, various community groups, schools, and government Specialists.

Organize own work, set priorities, and meet critical time deadlines.

Use English effectively to communicate in person, over the telephone, and in writing.

Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience

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

Equivalent to a Bachelor's degree from an accredited college or university with major course work in communications, videography, television production, or a related field and two (2) years of experience in media production work.

Licenses and Certifications

May require a valid California class C driver's license and a satisfactory driving record.

Physical Demands

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various City and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, and over the telephone. This work has aspects of a sedentary office classification and will frequently sit at video and editing computer stations for long periods of time. Standing and walking between work areas is also required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard and to operate standard office equipment. Positions in this classification frequently bend, squat, climb, kneel, and twist while performing technical set-up and installation work; perform simple and power grasping, pushing, pulling, and fine manipulation. Employees must possess the ability to lift, carry, push,

and pull materials and objects, typically weighing up to 50 pounds, and occasionally heavier weights with the use of proper equipment.

Environmental Elements

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employee frequently work at indoor and outdoor events throughout the City.

FLSA: Non-exempt
Est. 12/2015
Rev. 1/2016