

PERALTA COMMUNITY COLLEGE DISTRICT - JULY 15, 2015

CLASSIFIED JOB DESCRIPTION

VIDEO PRODUCTION SPECIALIST (SEIU Local 1021 Salary Range 078) Job Code: 1053

CLASS PURPOSE

Under direction of the Executive Director of Marketing, Public Relations and Communications to perform responsible technical work in the installation, maintenance, and operation of the Peralta radio and television equipment, distant-learning and cable television systems.

WORK SCHEDULE

This is normally a full-time position with a work schedule of five days and 40 hours/week. Duties are performed 12 months a year. Works some evenings and weekends, as required.

EXAMPLES OF ESSENTIAL DUTIES:

Any one position may not include all of the duties listed nor do listed examples include all tasks which may be found in positions of this class. To perform this job successfully, an individual must be able to perform each essential duty of the position satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions required for the position.

- Produces educational, cultural, and promotional television and radio programs in coordination with other staff.
- Operates video production equipment; edits television and radio programs using non-linear systems.
- Provides production assistance and services for studio and field productions; prepares show format scripts; obtains student crews; configures and tests equipment; develops video graphics. Operates video programming and editing servers.
- Conducts outreach to acquire sources and subjects.
- Integrates hardware and software packages, including special effects devices, editing systems, graphics packages, and character generator programs.
- Identifies and makes adjustments to equipment to synchronize multiple video sources; maintains proper audio and video levels during operations.
- Reconfigures equipment through patch panels, master control servers; routing switchers and hard wiring to accomplish various tasks.
- Provides training and work direction to students assigned to the station.
- Performs preventive maintenance on video, audio, and computer equipment.
- Diagnoses and troubleshoots equipment malfunctions; makes minor repairs; coordinates major repairs with contract providers.
- Prepares and maintains files and records including equipment inventories and
- Maintenance histories; maintains system documentation.
- Covers district and college events as needed.
- Performs other related duties as required.

MINIMUM QUALIFICATIONS

- An Associate of Arts degree including specialized training in television and radio production and technology and three (3) years of increasingly responsible experience performing technical tasks related to video production and video technology including program editing, configuring and testing production equipment, and troubleshooting duties, or an equivalent combination of training and experience that could likely provide the desired knowledge and abilities.
- Demonstrated experience and knowledge of the principles and techniques of video and television production, including the application of methods for directing and developing pre- and post-production programming content.
- Knowledge of the operations and maintenance of video and computer hardware, including SAN and NAS systems, and video and audio test equipment used in television production, including proficiency with personal computers on both Mac and PC platforms.
- Familiarity with the latest trends in web-based video programs, web sites and internet delivery of video and audio content.
- Ability to safely and effectively operate equipment used in television production, presentations, and operations; read, prepare, and understand related documentation including system flow diagrams and equipment specifications.
- Demonstrated ability to communicate effectively both orally and in writing.
- Knowledge and proficiency in the use of video and audio editing software and the use of word processing, email, and electronic publishing software programs.
- Applicant must have demonstrated cultural competency, sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of community college staff, faculty, and students.

DESIRABLE QUALIFICATIONS

1. Knowledge of principles and practices of marketing and communications.
2. Knowledge of basic principles of production management.
3. Education that includes basic and advanced college level courses in desktop publishing, graphic design, and word processing.
4. Knowledge of Illustrator, InDesign, PhotoShop, Quark, Final Cut Pro, Pro Tools, and Internet/FTP.
5. Knowledge of studio lighting.

ENVIRONMENTAL DEMANDS

- occasional work performed alone
- constant work around and with people

MENTAL REQUIREMENTS

- flexibility or ability to respond to multiple demands

PHYSICAL REQUIREMENTS

- occasional standing, walking, stooping, kneeling, squatting, and climbing stairs
- occasional lifting and carrying up to 15 lbs.
- occasional pushing and pulling up to 20 lbs.
- occasional twisting of body
- occasional use of manual dexterity
- occasional use of tactile acuity

Job Description: VIDEO PRODUCTION SPECIALIST

- occasional use of visual acuity from a distance, with depth, and for color
- frequent work at a rapid pace
- frequent reaching, high, low, and level
- frequent audio acuity at all ranges, including speech
- frequent visual acuity for reading
- constant sitting
- constant use of clear oral communication

TOOLS AND EQUIPMENT USED

- computers and standard office machines and equipment
- multi-line telephones
- department-specific equipment