CLASS SPECIFICATION
Media Producer

FLSA Status: Nonexempt
EEOC Job Category: Professionals
Union Representation: Represented

GENERAL PURPOSE
Under direction, performs a variety of complex duties in the planning, development and execution of in-studio, field and live video/web streaming production assignments; performs a full range of pre- and post-production activities for production assignments for event documentation and for instructional, promotional and public information programming; provides technical assistance to faculty in production of their own instructional videos; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS
Media Producer is responsible for carrying out a wide variety of studio and field video production assignments of varying scope and levels of sophistication. The incumbent plans, organizes resources and executes assignments for digital video productions and still camera work for inclusion in on-line, web-based instruction and courseware and original programming for informational/outreach productions and broadcast. The incumbent plans, organizes and sets up for multi-camera field productions of live sports coverage, college graduation and other special events such as dance productions, music concerts and live broadcasts. Duties and responsibilities are carried out with considerable independence within the framework of established policies, procedures and guidelines.

Media Producer is distinguished from Media Producer/Broadcast Engineer in that an incumbent in the latter class focuses on cable television broadcast engineering, in addition to participating in a full range of pre- and post-production activities for audio/video production assignments.

ESSENTIAL DUTIES AND RESPONSIBILITIES
The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

1. Leads and participates with other staff in planning and preparation for in-studio, field and live video/web streaming production assignments, based on the end result/production quality expected; performs the full range of pre- and post-production activities including: set up of audio, video and lighting equipment; creation and pre-loading of titles; digital video and audio editing and mixing; creation of special effects; addition of narration, voice-overs and dubbing.

2. Develops programs from original concept to completed project; interviews clients and prepares program proposals, creative approaches and treatments for client approval; writes or reviews scripts; performs story boarding and shot planning; arranges for and directs the work of talent during recording; performs post-production activities; and presents final edits for client approval.
3. Sets up and monitors equipment for teleconferences and podcasts; takes still photographs for inclusion in projects and for District marketing purposes; scans images and creates motion graphics; archives images and maintains an image database; prepares media and archives multimedia materials in the media services Storage Area Network (SAN).

4. Sets up, operates, logs and repairs production control room equipment, including audio, camera, lighting, special effects, input and storage media and control consoles; arranges for major maintenance and repairs of equipment; maintains equipment for duplication, conversion and creation of content in various formats.

5. Provides consulting, technical support and tutorials to faculty wishing to produce their own instructional videos; provides advice or performs graphics, music, narration and scriptwriting services; consults on equipment and techniques.

6. May assist in overseeing and monitoring operations of the cable TV station and its two broadcast channels; checks instruments, equipment, patch bays and traffic logs to ensure signal quality and operational status of all equipment and software; troubleshoots and resolves software glitches, hardware problems and system crashes; restarts all systems after power failures to resume broadcasting as quickly as possible; maintains redundancy to ensure operations in the event of system failure.

OTHER DUTIES

1. Monitors and stays abreast of trends in broadcast and audio/video production technology; tests and evaluates new equipment, tools and software for potential use by the District; makes recommendations to improve operational effectiveness and quality while minimizing costs.

2. Attends regional and national technology conferences to stay current in the field.

QUALIFICATIONS

Knowledge of:

1. Principles and practices of multi-media production planning and development.

2. Methods and techniques for concept development, story boarding and script writing for a variety of purposes and audiences.

3. Uses, operations and maintenance of a wide variety of technical audio and video production equipment, including digital video and audio technology, video and audio editing equipment, microphones, lighting, graphic production equipment and teleconference/podcast equipment.

4. Techniques for setting up multi-camera and live-action productions and sound and lighting systems for studio and field productions.

5. Operational functions of traditional and digital cameras and principles of photographic composition and layout.

6. Uses and operations of photographic and image editing equipment and software.
7. Basic web design and web streaming principles, methods and techniques.
8. Various output media, their specifications and methods of duplication and conversion.
9. Trademark and copyright law and fair use practices for education.
10. Principles and practices of sound business communication.
11. Basic television and cablecast programming and operational techniques, practices, software and equipment, including broadcast quality cameras, schedulers, broadcast and other servers, satellite feed connections and broadcast test and monitoring equipment.
12. Standard business software, including word processing, graphics, page layout and presentation applications.

**Ability to:**

1. Operate and maintain a wide variety of broadcast and video/audio production and editing equipment.
2. Troubleshoot, diagnose and resolve production equipment, hardware and software problems.
3. Set up video/audio production equipment for effective use in both studio and field settings.
4. Interview clients, understand their needs and select appropriate methods and end products for their projects.
5. Provide sound technical and consulting advice to faculty on instructional video development.
6. Conduct research, evaluate alternatives and reach sound conclusions in accordance with law, regulations, policies and procedures applicable to areas of responsibility.
7. Communicate clearly and effectively, both orally and in writing.
8. Prepare clear, concise and comprehensive reports, documentation and other written materials.
9. Exercise tact and diplomacy in dealing with sensitive and complex issues and situations.
10. Establish and maintain effective working relationships with District management, administrators, faculty, staff, the public and others encountered in the course of work.

**Education, Training and Experience:**

A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from a four-year college or university with a major in communications, television production or a closely related field; and five years of progressively responsible video/audio production experience; or an equivalent combination of training and experience. Experience in live/web streaming production and the use of broadcast quality and high-end production equipment is preferred.
Licenses; Certificates; Special Requirements:

A valid California driver's license and the ability to maintain insurability under the District’s vehicle insurance policy.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

While performing the duties of this job, the employee is regularly required to sit; talk or hear, both in person and by telephone, and hear signal warnings and equipment operating sounds; use hands to finger, handle and feel computers, instruments and standard business equipment; and reach with hands and arms. The employee is frequently required to stand and walk; stoop, kneel, bend or crouch; and lift up to 50 pounds.

Specific vision abilities required by this job include close vision and the ability to adjust focus.

Mental Demands

While performing the duties of this class, the incumbent is regularly required to use written and oral communication skills; read and interpret complex documents and instruments; analyze and solve complex problems; use math/mathematical reasoning; observe and interpret situations and conditions; perform highly detailed work on multiple concurrent tasks; and interact with District management, administrators, faculty, staff, the public and others encountered in the course of work.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee works under typical office conditions, and the noise level is usually quiet. The employee frequently works in outside conditions, with exposure to weather, work on uneven surfaces and risks of electrical shock.