

## **ELK GROVE UNIFIED SCHOOL DISTRICT**

### **CLASS TITLE: MEDIA PRODUCTION SPECIALIST**

#### **BASIC FUNCTION:**

Under the direction of the Director of Communications, perform all aspects of production in the areas of field, studio, and digital production to provide professional and complete quality productions in the broadcast, videotape, and rebroadcast of the Elk Grove Unified School District Board of Education meetings and other Elk Grove Unified School District communications needs.

#### **ESSENTIAL FUNCTIONS:**

Conduct video recording of District board meetings and other District events.

Maintain District video equipment, production schedules and procedures for video projects.

Edit video productions using video post-production equipment including editing control unit, special effects generator, character generator, and audio mixer.

Establish and maintain District video archives online and internally.

Develop single and multi-camera productions; determining proper camera angles, audio quality and special effects for best results.

Design and develop graphic displays for video productions.

Set up lighting, microphones and other video production equipment observing current production principles.

Plan, develop and create production outlines and scripts; confers on storyboards, graphics and animation, using sophisticated software on computers.

Perform post-production editing using both analog and digital equipment, including coordinating video picture, graphics, voice-overs, narration and music.

Operate a variety of electronic and mechanical equipment including color cameras, audio, video and lighting systems, recorders, character generators during studio and remote production of programs.

Work closely with all District departments to maximize program success.

Participate in voice-over and/or on camera.

Make recommendations on equipment purchases; oversee the routine maintenance and periodic upgrades of audio visual production equipment.

Perform other duties as assigned.

**DEMONSTRATED KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

Principles and practices of photo camera, television production, post-production and editing techniques

Computer and video editing software, video field production equipment including cameras and recorders

Operation of video cameras, video and sound consoles

Audio and lighting equipment

Lighting, exposure and photographic composition

Proper use and operation of designated audio and video production equipment

Video post-production equipment

Editing techniques and equipment

Video pre-production including project planning and scripting

Standard computer use, such as word processing, graphics and other software

Online resources and best practices with posting video content

Storytelling and storyboards

**ABILITY TO:**

Video record a variety of events under varying circumstances, including remote locations

Create productions of high quality suitable for broadcast

Perform maintenance on audio visual equipment

Configure editing workstations; setup and operate a variety of video production equipment

Work under pressure with tight timeline

Understand and carry out oral and written directions

Work independently, organize prioritize and manage tasks

Effectively communicate with supervisors, other staff and community members

Transport equipment; climb ladders and/or scaffolding to adjust lighting or camera(s)

**EDUCATION AND EXPERIENCE REQUIRED:**

Any combination equivalent to: two years college level coursework in journalism, communications, media production, fine arts or related field and four years working in media production or related experience

**LICENSES AND OTHER REQUIREMENTS:**

Valid California driver license

Flexibility to work evening and/or weekends

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Office environment

Constant interruptions

**HAZARDS:**

Working at heights