

## MEDIA PRODUCTION SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, an incumbent provides assistance to **school district officials**, faculty **and / or** students in developing, producing, and implementing video programming for a school district. An incumbent works with **members of the school district** to **develop personalized** videotaped programming **covering pertinent education topics, capital projects, budget proposals, and/or school activities and events**. An incumbent **produces original video programs and materials as required by the school district, and may screen and acquire** appropriate prerecorded instructional television programs/materials. Supervision over Student Helpers may be exercised. Does related work as required.

### EXAMPLES OF WORK: (Illustrative Only)

Works with supervisor, audio-visual support personnel, faculty, and students in developing, producing, editing, finalizing and disseminating video programs and materials **including presentations on school programs, events, capital campaigns and budget proposals;**

Discusses video-programming needs with **school district personnel and collaborates with them to develop video strategies that enhance overall public relations efforts;**

**Uses professional grade software and hardware to conceptualize, plan and execute high quality video content aligned with defined goals and needs of the school district;**

**Manages video production from storyboarding, script writing, and filming through post-production, editing and distribution of final product;**

**Ensures that all video content complies with relevant copyright and legal regulations;**

**Evaluates the success of video productions and makes suggestions and adjustments to improve future content creations;**

Oversees media content storage and distribution including public access television, radio, and streaming services;

Assists faculty and students with the setup and operation of audio-visual equipment;

Trains students and volunteers in the use of various audio-visual equipment utilized in media production programs;

Provides information of upcoming television broadcasts related to curriculum;

Works with supervisor to schedule and assign video equipment and facilities;

Helps faculty select appropriate video materials;

EXAMPLES OF WORK: (Illustrative Only) (continued)

Acts as a liaison with district media centers, support departments (i.e.: graphics, computer);

Maintains **and organizes** audio, visual and media production equipment **including cameras, lighting, sound equipment and** video program manuals **ensuring they are** in proper working condition and that repairs are completed when necessary;

**Transports audio, visual and media production equipment to various sites to record content;**

**Keeps informed of professional and technological developments in the video production industry through participation in workshops and continuing education courses to improve quality, impact and reach of programming and materials;**

**Stay current with issues and priorities in the education field to ensure relevance and improve quality of programming and materials;**

**May manage video production budget, including resource allocation and cost control over the design and purchase of audio-visual equipment and technology;**

Uses computer applications or other automated systems such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: **Good knowledge of the principles and practices associated with media production; good knowledge of the use and operation of professional audio, visual, lighting and media production equipment and technology; good knowledge of video and content production software; good knowledge of FCC laws and regulations pertaining to video production and broadcast; good knowledge of copy write regulations and other relevant laws pertaining to multimedia;** good knowledge of the set up and use of audio-video equipment; good knowledge of instructional methods in audio visual techniques; working knowledge of the practices, tools and terminology used in the maintenance of audio visual equipment; working knowledge of the use and application of closed circuit television in an educational setting; ability to maintain work records; **ability to use and maintain professional audio, visual and media production equipment;** ability to deal effectively with others; ability to communicate effectively; ability to read, write, speak, understand, and communicate in English sufficiently to perform the essential duties of the position; ability to use computer applications such as spreadsheets, word processing, e-mail and database software; **electronic aptitude;** creativity; reliability; initiative; tact; courtesy; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Graduation from high school or possession of a high school equivalency diploma and five (5) years of work experience in the production and operation of video programs.

SUBSTITUTION #1: Satisfactory completion of an Associate's Degree\* in Film, Video, Video Production, Media Production, **Media Studies** or a related field may be substituted for three (3) years of the above required work experience.

SUBSTITUTION #2: Satisfactory completion of a Bachelor's Degree\* in Film, Video, Video Production, Media Production, **Media Studies** or a related field may be substituted for the above required work experience.

**SPECIAL REQUIREMENT: At time of appointment, possession of a valid license, appropriate for the vehicle to be operated and issued by the New York State Department of Motor Vehicles. The appointing authority is responsible for verifying and ensuring that the candidate meets these conditions at time of appointment and throughout the course of employment.**

\*SPECIAL NOTE: Education beyond the secondary level must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education.

SPECIAL REQUIREMENT FOR APPOINTMENT IN SCHOOL DISTRICTS: In accordance with the Safe Schools Against Violence in Education (SAVE) legislation, Chapter 180 of the Laws of 2000, and by the Regulations of the Commissioner of Education, candidates for appointment in school districts must obtain clearance for employment from the State Education Department prior to employment based upon a fingerprint and criminal history background check.