

PROGRAM COORDINATOR (MEDIA SERVICES)

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, the incumbent of this position assists all county departments, including the County Executive, Board of Legislators, District Attorney and County Clerk, in formulating strategies to promote county programs and services using different media including television, radio, video conference, Internet streaming platforms and the Internet. This position supervises the production and editing of various video community education programs the publishing of the county newsletter, and approval of all video/sound footage that is produced by the county. Supervises technical and support staff and oversees the work of outside contractors. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Assists departments in developing strategies and content for outreach campaigns using television, radio, video conference software, various internet streaming platforms and related media;

Coordinates and produces public relations videos for various departments for placement on different television stations;

Works with various agencies regarding community programs;

Works with County departments to coordinate, plan, test, train on, moderate and host virtual meetings;

Functions as a departmental representative, as requested or assigned, in discussions with various county departmental personnel regarding community educational programs;

Oversees the work of outside contractors at county sponsored media events, coordinating the technical production at each location;

Produces "sound bites" to feed to radio stations for emergency news issues;

Produces Public Service Announcements for radio and cable TV stations throughout Westchester;

Coordinates streaming motion video on all county websites;

Edits departmental educational videos for the community;

Prepares, coordinates and develops technical instructions and documentation for video conferencing, meetings, events and special programs;

Hosts prep calls with the customer department to ensure their audio, video, internet etc meet specification;

Hosts meetings as needed / requested, including managing the virtual meetings features such as screen sharing, recording, polling, break-out rooms, muting etc.

Creates, edits and customizes documentation and training materials relating to media services;

EXAMPLES OF WORK: (Continued)

Acts as coordinator and provides artistic direction for all county video productions, visiting various locations around the county to obtain video content;

Provides staff assistance to County departments as required;

Supervises technical and support staff in the development, production, and editing of video, video conference events / special programs, radio spots, television segments, etc.;

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

May perform other incidental tasks, as needed.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES, AND ATTRIBUTES:

Thorough knowledge of audio and video equipment such as: Webex, and TriCaster; good knowledge of the organization and functions of the various departments; technical engineering skills in: camera set-up and maintenance, video and audio routing and designing technical systems for community events; skill in the use of computer applications such as spreadsheets, word processing, e-mail, and database software; ability to prepare scripts; ability to plan and supervise the work of others: ability to get along well with others; ability to communicate effectively, both orally and in writing; ability to read, write, speak, understand, and communicate in English sufficiently to perform the essential duties of the position; initiative; dependability; tact; courtesy; sound judgment; integrity; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: High school or equivalency diploma and either: (a) a Bachelor's Degree* and four years of experience where a primary function of the job was video production and script writing; or (b) eight years of experience as stated in (a).

*SPECIAL NOTE: Education beyond the secondary level must be from an institution recognized or accredited by the Board of Regents of the New York State Education Department as a post-secondary, degree-granting institution.

SPECIAL REQUIREMENT: Possession of a valid license to operate a motor vehicle in the State of New York will be required at time of appointment and maintain same while in the title.

West. Co.
J.C.: Competitive
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Job Class Code: C3146
Job Group: XIII