



Producer, Media Production Services

GENERAL PURPOSE

Under general supervision, performs a variety of difficult and responsible duties in the planning, development, and execution of in-studio, field, video, photography, and multimedia production assignments; performs pre- and post-production activities for production assignments for instructional, promotional, public information, and staff development programming, including event planning and support; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

Producer, Media Production Services is responsible for carrying out assigned video and multimedia production assignments of moderate scope and difficulty. Incumbents also serve on a production crew, assisting in the set-up of audio, video, and lighting equipment, and perform a variety of post-production activities, including editing. Incumbents also provide sound and video support for OCDE on- and off-site conferences. Duties and responsibilities are carried out within the framework of established policies, procedures, and guidelines.

Producer, Media Production Services is distinguished from Senior Producer, Media Production Services in that an incumbent in the latter class performs a wide range of more complex media production assignments.

ESSENTIAL DUTIES AND RESPONSIBILITIES

This position description is intended to describe the general nature and level of work being performed by an employee assigned to this position. This description is not an exhaustive list of all duties, responsibilities, knowledge, skills, abilities, and working conditions associated with this position. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

1. Serve as a production crew member and perform the full range of pre-production activities, including the set-up and operation of audio, video, and lighting equipment, and the creation and pre-loading of titles.
2. Perform post-production activities, including digital video and audio editing and mixing, creating video graphics and special effects, and adding narration, voice-overs, and dubbing.
3. Plan, develop, and schedule assigned in-studio, field, and multimedia production assignments of moderate scope and difficulty, based on the end result and production quality expected by clients; write or review scripts; perform storyboarding and shot planning; arrange for and direct the work of talent during recording; perform post-production activities; and present final edits for client approval.
4. Operate still digital photography equipment, applying sound photographic judgment, composition, and lighting techniques.

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5. Assist in the set-up/take-down of sound and video equipment for on- and off-site conferences and educational events; and provide support during events.

OTHER DUTIES

1. Assist on a variety of projects as assigned.

QUALIFICATIONS

Knowledge of:

1. Basic principles and practices of multi-media production planning and development, including storyboarding and script writing for assigned purposes and audiences.
2. Uses, operations, and maintenance of a wide variety of technical audio and video production equipment, including digital video and audio technology, broadcast-quality cameras, video and audio editing equipment, microphones, lighting, and graphic production equipment.
3. Uses and operations of computer-based photographic and image editing equipment and software.
4. Basic web design and web streaming principles, methods, and techniques.
5. Various output media, their specifications, and methods of duplication and conversion.
6. Trademark and copyright law and fair use practices for education.
7. Principles and practices of sound business communication.
8. Standard business software, including word processing, graphics, page layout, and presentation applications.

Ability and Skill to:

1. Plan, organize, and execute assigned production projects at a high level of quality to meet client expectations.
2. Operate and maintain a wide variety of broadcast and video/audio production and editing equipment.
3. Troubleshoot, diagnose, and resolve production equipment, hardware, and software problems.
4. Set up video and audio production equipment for effective use in both studio and field settings.
5. Organize, set priorities, and exercise sound independent judgment within areas of responsibility.
6. Communicate clearly and effectively, both orally and in writing.
7. Understand and follow written and oral instructions; prepare clear and concise reports, documentation, and other written materials.
8. Deal with sensitive and difficult situations.
9. Establish and maintain effective working relationships with OCDE management, administrators, faculty, staff, vendors, the public, and others encountered in the course of work.
10. Must demonstrate attendance sufficient to complete the duties of the position as required.

Education, Training, and Experience:

A typical way of obtaining the knowledge, skills, and abilities outlined above is a bachelor's degree in communications or a related field and two (2) years of video and audio production experience; or a combination of training and experience.

Licenses; Certificates; Special Requirements:

A valid California driver's license and the ability to maintain insurability under OCDE'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.

Physical Demands

Employees must be able to perform the essential functions of the position with or without accommodation. Employees in this classification frequently walk, stand, and lift, carry, push, and pull heavy objects. They read written and electronic materials; communicate clearly with those contacted through the course of work (typically in person, on the phone, and via email); and access and operate all required equipment for job duties. The position includes the need to traverse uneven surfaces; and to lift and or move up to 50 pounds and lift up to 100 pounds with assistance. This position may perform deskwork for extended periods.

Must pass a pre-employment physical examination related to job duties and assignments and in accordance with relevant codes and regulations.

Mental Demands

While performing the duties of this class, the incumbent is regularly required to use written and oral communication skills; read and interpret information; analyze and solve problems; make observations and interpret people and situations; use mathematical reasoning; learn and apply new information or skills; perform detailed work on multiple, concurrent tasks with frequent interruptions; work under intensive deadlines and meet productivity requirements; and interact successfully with various groups of people encountered in the course of work. This position performs deskwork for extended periods.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing 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 and meeting room conditions, and the noise level is usually quiet. The employee occasionally works in an outdoor environment and is exposed to heat and cold.