



**Orange County Department of Education
Human Resources Department
Classified Class Specification**

**Class Code: 3106
Date Adopted: July 1, 2008
Date Revised: September 2, 2015**

**FLSA Status: Nonexempt
Union Representation: Represented**

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, and multimedia production assignments; performs pre- and post-production activities for production assignments for instructional, promotional, public information, and staff development programming; 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. An incumbent also serves on a production crew, assisting in set up of audio, video, and lighting equipment, and performs a variety of post-production activities including editing. An incumbent also provides 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

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. Serves as a production crew member and performs the full range of pre-production activities including: set up and operation of audio, video, and lighting equipment, and creation and pre-loading of titles.
2. Performs post-production activities including digital video and audio editing and mixing, creation of video graphics and special effects, and addition of narration, voice-overs, and dubbing.
3. Plans, develops, and schedules assigned in-studio, field, and multimedia production assignments of moderate scope and difficulty, based on the end result/production quality expected by clients; 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.
4. Operates still digital photography equipment, applying sound photographic judgment, composition, and lighting techniques.
5. Assists in the set-up/take-down of sound and video equipment for on- and off-site conferences and educational events; provides support during events.

OTHER DUTIES

1. Assists on a variety of projects as assigned.

QUALIFICATIONS

Knowledge of:

1. Basic principles and practices of multi-media production planning and development, including story boarding 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.
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 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/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.
8. Prepare clear and concise reports, documentation and other written materials.
9. Deal with sensitive and difficult situations.
10. Establish and maintain effective working relationships with OCDE management, administrators, faculty, staff, vendors, the public, and others encountered in the course of work.
11. 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 graduation from a four-year college or university with a major in communications, television production, or a closely related field; and two years of progressively responsible video/audio production experience; or an equivalent 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. 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, walk, and stand; 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 from the waist to at or above shoulder level; bend, stoop, push, pull, grasp, squat, kneel, and twist to open file cabinet drawers, and lift and move up to 50 pounds and lift up to 100 pounds with assistance. Travel over uneven terrain that may include gravel or dirt, carry materials on stairs; some locations may have stairs and will not have elevators.

Specific vision abilities required by this job include close vision, distance vision, depth perception, ability to distinguish colors and shades, and the ability to adjust focus.

Must pass a pre-employment physical examination related to job duties/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 documents and instruments; analyze and solve problems; use math/mathematical reasoning; observe and interpret people and situations; perform highly detailed work on multiple concurrent tasks with constant interruptions; and interact with OCDE management, administrators, 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 and meeting room conditions, and the noise level is usually quiet. The employee occasionally works in an outdoors environment and is exposed to heat and cold.