



TITLE	CLASSIFICATION	SALARY GRADE
MEDIA PRODUCTION TECHNICIAN	CLASSIFIED	GRADE: L
BOARD POLICY REFERENCE: 2012/13 Classification Study Review		Board Approved:

JOB DESCRIPTION:

Under general supervision, initiate, guide, produce or perform a wide variety of instructional, promotional, developmental and/or audio/visual presentation material for classes and District events; and perform related work as required.

SCOPE:

The Media Production Technician produces original media material and duplicates copyright-cleared media material for the District. Provides a wide variety of photographic and audio-visual services to facilitate instruction and District publications/presentations and events. Facilitates communication and media accessibility for District activities.

KEY DUTIES AND RESPONSIBILITIES:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Duplicates copyright-cleared media materials; records and edits programming from satellite, local source and internet-related broadcasts, utilizing traditional and specialized digital software and hardware equipment.
2. Directs and produces audio and video presentations and instructional material for the District utilizing specialized software and equipment.
3. Performs image processing and production: Converts materials from magazines, books, photographs, and artwork to 35mm slides, prints or digital medium for the District.
4. Processes and converts images and files from audio or visual sources or presentation programs employing media-capture or graphic production and editing software.
5. Edits original multi-media productions and media material utilizing digital editing systems.
6. Records District facilities, instruction, and events using film and digital cameras and equipment.
7. Schedules equipment and facilities and operates multi-camera production, audio production and video conferencing systems including specialized video conferencing system; operates media presentation systems for classes, District functions, and community events.
8. Maintains and oversees audio, video and image archive(s) of District-related recorded events.
9. Provides informational assistance and support in the conception and implementation of multi-media materials for a variety of print, publication and digital output projects from a design, layout and concept perspective.
10. Trains faculty, staff and students on use of media equipment and the application of techniques in the creation of original productions.
11. Maintains media equipment and supplies inventory; researches and provides purchase recommendations for requested media tools and equipment; identifies and troubleshoots failures, performs minor repairs and makes adjustments to equipment as necessary.
12. Supervises, trains and schedules the work of student and short-term, non-continuing employees.

EMPLOYMENT STANDARDS

ABILITY TO:

Apply critical thinking skills; assist and advise faculty and staff in conceptualizing, formatting and executing media presentations using a variety of media rich content; duplicate media materials; direct original media productions; edit media projects; maintain a variety of media formats; maintain cooperative working relationships; demonstrate a sensitivity to, and respect for a diverse population.

KNOWLEDGE OF:

Types, uses, operation of and minor maintenance for a wide variety of audio visual equipment including video recording equipment; principles of inventorying, cataloging and issuing video materials; methods of cleaning, repairing, splicing and editing films, filmstrips, slides and audio and video tapes; principles and methods of directing original television productions; familiarity with intellectual property and copyright laws; extensive knowledge of leading computer platforms and peripherals and video conferencing systems; wide variety of general and industry-specific computer software used for video editing and titling, and graphic presentations; video captioning formats, technologies and software.

Preferred additional knowledge: General understanding of graphic composition and layout and knowledge of video production.

MINIMUM QUALIFICATIONS:

Candidates/incumbents must meet the minimum qualifications as detailed below, or file for equivalency. Equivalency decisions are made on the basis of a combination of education and experience that would likely provide the required knowledge and abilities. If requesting consideration on the basis of equivalency, an Equivalency Application is required at the time of interest in a position (equivalency decisions are made by Human Resources, in coordination with the department where the vacancy exists, if needed.)

Education:

Graduation from high school and completion of a college-level certificate in a field related to film or media production. Associate's degree in a related field preferred.

Experience:

Significant experience in production of media materials, including the production of audio, visual or photographic materials.

LICENSE OR CERTIFICATE:

This classification requires the use of a personal or District vehicle while conducting District business. Must possess a valid (Class C) California driver's license and an acceptable driving record. Successful completion of personnel lift training within first year of employment.

SPECIAL REQUIREMENTS:

Must be able to perform physical activities such as, but not limited to, lifting media equipment (up to 50 lbs. unassisted), standing, climbing or walking. Be capable of working at height.