

TITLE: Media Production Technician

CLASSIFICATION: Classified

SALARY GRADE: C12

SCOPE OF POSITION:

Under general direction, plans, initiates, guides, records, and produces media content for events, public relations, classes, academic and administrative needs.

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. Supports single & multi-camera live event streaming, conferencing, and recording for non-classroom venues.
2. Communicates with staff and faculty for scheduling and event planning assistance.
3. Configures media system for the venue via equipment choice, technical settings adjustment, and inspection for operational readiness. Sets up cameras, microphones, lighting, and captures audio-video content.
4. Assists presenters with familiarization of presentation hardware/software.
5. Meets with presenters to determine project concept and scope. Assists with script development, storyboard, and shot list elements in pre-production, or works with a video producer in this role.
6. Directs media productions and edits media products.
7. Ensures compliance with accessibility laws for recorded and live-streamed events and instructional media, including captioning and/or translation of materials.
8. Configures live streaming presentation output to local displays and internet streaming platforms.
9. Edits still photographic images for adjustments to color, cropping, and image enhancement.
10. Performs image processing, conversion and production of archival materials.
11. Maintains and oversees audio, video, and image archive(s) of District-related recorded events.
12. Researches prospective software & equipment purchases for faculty, staff, other departments and service areas. Assesses needs and provides solutions within budgets.
13. Hires, supervises, trains, and schedules student employees.
14. Directs the work of short-term, non-continuing (STNC) employees in the area.

KNOWLEDGE OF:

1. Operation of audiovisual production equipment.
2. Audio and video file types, digital codecs, video over IP, networked A/V and wireless video transmission.
3. Intellectual property and copyright laws.
4. Captioning accessibility laws and standards.

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KNOWLEDGE OF – Continued

5. Relevant local, state, and federal rules and regulations, programs, policies and procedures.
6. Applicable technology usage, including standard office productivity software and other appropriate technology, including industry specific computer software and hardware, webinar and other videoconferencing software, and a variety of editing and design and correction/restoration tools.

ABILITY TO:

1. Operate a variety of audiovisual technologies in order to capture, organize and edit audio and video media.
2. Adapt effectively to the use of rapidly-changing hardware and software technology.
3. Collaborate productively and cooperatively with individuals and groups both internally and/or externally.
4. Demonstrate technical and creative skills in media production.
5. Communicate effectively, both orally and in writing.
6. Exercise appropriate judgement in interactions with others and with work processes.
7. Interact with the public in a helpful, courteous and professional manner.
8. Demonstrate sensitivity to, and respect for, a diverse population.

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 the supervising administrators, in coordination with the department where the vacancy exists, if needed.)

EDUCATION:

Associate degree or related certification in communications, media, TV and/or film production, or a closely related field of study required.

EXPERIENCE:

1+ year of related experience with media production.

OTHER REQUIREMENTS:

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

SANTA ROSA JUNIOR COLLEGE COMMITMENT:

All classifications require a commitment to the District's Vision, Mission, Values, Goals and Objectives as articulated in the [Strategic Plan](#).