

VIDEO PRODUCTION SPECIALIST

General Statement of Duties

Performs journey level technical work in the production of cable television programs, delayed and live broadcasts, social media, various videos, and related editing and programming in the communications function for the County.

Distinguishing Features of the Class

An employee in this class produces cable programming for delayed and live broadcasts, films and edits video for production, updates social media content and design, and supports department programs designed to promote County programs and inform County citizens. Work involves producing delayed and live broadcasts for local access governmental meetings or other events; filming interviews and programs in studio and on location; editing video for broadcasting and posting to the website; maintaining studio and department equipment; updating the website as requested; and related tasks. The employee operates a wide variety of computerized and digital video cameras, lights, microphones, sound boards and other equipment to produce cable television and social media programming. Work involves use of television automation software, editor software, and computer programs. Work requires varying work hours, working in both inside and outside environments, and the ability to work without close supervision. Work is performed under regular supervision and is reviewed in progress and upon completion for quality of programming production.

Duties and Responsibilities

Essential Job Duties

Works collaboratively with the Public Information Officer to design and produce various media programming to promote the County and inform citizens about County programs and events.

Films, edits and produces broadcasts of live governmental meetings, in studio interviews and programs, and other events for local access cable television utilizing a variety of material.

Performs video and audio recording and editing; creates video files to be aired on cable TV and other social media.

Assists with programming all time slots for the government access channel 24 hours per day, 7 days per week; updates and runs new programs; ensures that all programs are current on a daily basis.

Maintains all audio and video equipment in the studio; operates editor system, various cameras, light and sound equipment, and related computerized, audio and video equipment.

Operates cameras to video events including performances, festivals, County staff at work, and interviews with County employees for future broadcast on local access cable television and for archiving.

Coordinates information on the County's website and Facebook page; works with the Public Information Officer on programming content making updates and removing information as requested.

Prepares and maintains a variety of records and reports on work activities.

Purchases necessary materials and supplies; recommends and participates in the selection of audio and video equipment for purchase.

Creates video graphics and engaging designs to supplement website content.

Assists the Public Information Officer with emergencies on social media.

Additional Job Duties

Performs related duties as required.

Recruitment and Selection Guidelines

Knowledges, Skills, and Abilities

Considerable knowledge of production of television programs, videos, and live programming using a variety of recording equipment and local access stations.

Considerable knowledge of the use and care of all audio and video equipment and supplies used in production and programming work.

Considerable knowledge in the application of information technology to television production, social media, and meeting presentations.

Knowledge of services and applications for creating video graphics packages and skill in effectively using those services and applications.

Considerable knowledge of grammar, punctuation, proofreading, editing, and layout.

Knowledge of the County's organization, structure, activities, and functions.

Considerable knowledge of social media platforms and ability to create engaging content.

Skill in operation of video and related technology.

Ability to coordinate and disseminate information regarding program and services to media and the community in an accurate and timely manner that increases understanding of County's programs and activities.

Ability and willingness to work a varied work schedule.

Ability to understand oral and written instructions.

Ability to communicate effectively in oral and written forms.

Ability to maintain effective working relationships with the public, public officials and other employees, and supervisors.

Ability to prepare and maintain accurate records of work activities.

Ability to work with relative independence and to exercise sound judgment in making decisions related to the release and communication of public information.

Physical Requirements

Must be able to physically perform the basic life operational functions of reaching, standing, walking, pushing, pulling, lifting, fingering, grasping, feeling, repetitive motions, talking, and hearing.

Must be able to perform medium work exerting up to 50 pounds of force occasionally; 20 pounds of force frequently; and/or a negligible amount of force constantly to move objects.

Must possess the visual acuity to operate equipment, operate a computer terminal, read technical manuals, and inspect and assemble small parts.

Desirable Education and Experience

Graduation from an accredited college or university with a Bachelor's degree in media communications, journalism, or related field and considerable related experience with digital video production or television production including filming, editing, social media publication; or an equivalent combination of training and experience.

Special Requirement

Possession of a valid North Carolina driver's license.