

CITY OF MADISON POSITION DESCRIPTION

1. Name of Employee (or "vacant"): Paul Schmidt

Work Phone: 266 4005

2. Class Title (i.e. payroll title):

Media Team Producer/Director

3. Working Title (if any):

Media Technology Specialist - Media Producer

4. Name & Class of First-Line Supervisor: Herbert King, Technical Services Manager

Work Phone: 267 4911

5. Department, Division & Section:

Information Technology / Technical Services Division / Media Team

6. Work Address:

210 Martin Luther King Jr. Blvd. Rm #500

7. Hours/Week: 38.75

Start time: Variable End time: Variable

8. Date of hire in this position:

November 17, 2014

9. From approximately what date has employee performed the work currently assigned:

January 1, 2015

10. Position Summary:

This is a highly responsible, skilled technical and lead position in multiple fields of media production. This position includes producing television programming and other video, creating graphical and audio materials, producing still photography, editing video and photography, and other media production tasks. Media is produced for Madison City Channel, City agencies and other customers, the City of Madison's website, the City's various social media platforms, and other distribution. This work is characterized by responsibility for project management and project leadership, creative problem solving, and a high proficiency in media production and audiovisual technical skills. Media production duties include creating content for City agencies and other customers, such as instructional and how-to videos, documentaries, promotional videos, public service announcements, and other media needs the customer may have. Work also includes training, directing and evaluating production crew members, serving on production crews, analyzing customer audiovisual needs, performing site surveys, and researching and recommending new technologies for purchase. Work also includes organizing shared media storage, scheduling programs for playback, and organizing data associated with digital media files. Production duties include directing staff in coverage of city and other governmental meetings, special presentations, and public affairs studio shows.

Additional duties include diagnosis and troubleshooting of equipment and software issues, maintaining a current body of knowledge regarding new technologies, techniques and methods, learning new technologies, and training staff on use of video production equipment and techniques. The work is performed independently under the general supervision of the IT Technical Services Manager, and is reviewed through periodic conferences and evaluations of finished products.

11. Functions and Worker Activities:

50% A. Media Project Management

- Design and implement Project Management Charter for all Media Team staff to use in guiding project workflow and management.
- Work directly with elected officials, public information officers, department heads, division heads and other City agency staff to create media content for public communication.
- Act as the project leader. Work directly with customer agencies to create media content and strategies that meet their communication needs.
- Create a Project Management Charter document for individual projects, codifying project scope, estimated hours of work, production schedule, distribution plan, and other factors in the media production process. Obtain signed agreement on Project Management Charter from authorized contact.
- Conduct pre-production meetings with customers to facilitate planning, manage expectations, determine customer needs, and determine the scope of the project and desired media outcomes.
- Determine audience and establish effective working relationships with a variety of City agencies and citizens.
- Work with clients and talent to schedule productions. Schedule production assistants and other staff. Schedule and reserve assets such as locations and vehicles.
- Write and/or edit scripts. Create shot lists or storyboards from scripts. Disseminate scripts to appropriate individuals.
- Set up and direct set up of camera, lights, audio, set elements, and other tools needed for productions.
- Direct crew during productions. Direct talent during productions.
- Edit video in post production. Edit interviews and b-roll, edit audio, edit to music, perform color correction, create graphics and motion graphics, and encode media for various playback outlets.
- Gather/create additional media assets, such as found or client provided footage, graphics, motion graphics, still photographs, sound effects, and music. Assess available footage for viability. Work with television station affiliates, libraries, archives and other media outlets to obtain media assets.
- Provide technical consultation and/or site surveys for any specialized equipment required by a particular filming situation. Resolve problems in a timely manner, and maintain awareness of deadlines. Communicate project status, risks and other issues to the clients. Schedule meetings as necessary.
- Coordinate distribution with clients. Deliver finished products in a timely manner and in the correct format.

15% B. Meeting Production

- Perform pre-production work, edit, and generate graphics for meeting topics, prepare equipment.
- Set up monitors, laptops, switcher, audio mixer, capture devices and graphics. Supervise the production assistants in setup of cameras, microphones and lights.
- Direct production assistants during production. Monitor equipment, images and audio. Solve errors and troubleshoot equipment malfunctions.
- Monitor live outputs and ensure delivery of content to cable television and streaming destinations. Troubleshoot transmission problems.
- Edit in post production and encode media for various playback outlets.
- Update and verify information in appropriate databases regarding crew hours, production hours, production details, and other notes.

- 15% C. Event Coverage
- Manage projects including pre-production communication with client and venue contacts to determine appropriate time and location, arrange network connectivity if providing live outputs to streaming destinations, obtain graphics and other presentation materials.
 - Set up monitors, laptops, switcher, audio mixer, capture devices and graphics. Supervise the production assistants in setup of cameras, microphones and lights.
 - Direct production assistants during production. Monitor equipment, images and audio. Solve errors and troubleshoot equipment malfunctions.
 - Operate camera or multicamera system for image magnification and recording for enterprise agencies.
 - Monitor live outputs and ensure delivery of content to cable television and streaming destinations. Troubleshoot transmission problems
 - Edit in post production and encode media for various playback outlets.
 - Update and verify information in appropriate databases regarding crew hours, production hours, production details, and other notes.
- 5% D. Still Photography
- Work with customers to determine photography needs.
 - Operate camera, flash, lights, and other tools.
 - Edit photographs using Photoshop and other editing software.
 - Save / Export photos in various formats as determined by customer.
- 5% E. Media Distribution
- Prepare and upload content to various distribution platforms including Mediasite and YouTube.
 - Manage streaming media files, determine proper codecs and bitrates for live and on-demand streaming content, and manage imports from teleconferencing systems and exports for podcasts.
 - Configure presentation settings including player templates, links, chapters, and interactive features like polls and audience questions.
- 5% F. Systems and Equipment
- Install consoles, rack mount gear, make video and audio cables for specific applications.
 - Make recommendations for acquisition of new systems, cameras, lighting, and audio equipment.
 - Assist in designing systems for unique applications and locations.
 - Determine audio and video signal flow in complex systems with multiple sources and destinations.
 - Train staff on implementation of new systems.
 - Independently maintain current knowledge about new technologies, methods and techniques that emerge and impact the media team's work.
- 5% G. Miscellaneous
- Actively participate in staff meetings and team efforts to improve and develop agency programs and services.
 - Attend expos, conferences and trainings with audiovisual vendors to maintain up to date knowledge on media and audiovisual products, techniques, and methods.
 - Exercise judgment in troubleshooting equipment failures. Explore solutions and work with colleagues to find resolutions.
 - Provide consultation, training, and leadership to other Producers and to Production Assistants.
 - Maintain effective level of continued personal training and up-to-date knowledge and skills by undertaking educational opportunities such as tutorials, classes in media production, and leadership and project management training.
 - Maintain accurate records in production tracking database.
 - Create and maintain accurate records in HEAT project tracking database

- Participate in hiring process of non-permanent employees.
- Perform scheduling of production assistants for meetings, events, and projects.
- Update team wiki with information relevant to technical procedures, current workflows, procedures, techniques, methods, and useful tutorials. Create media assets to include in the wiki when necessary.
- Perform site surveys and assess spaces for appropriate equipment.
- Perform setup and maintenance on specific collection of audiovisual equipment for use by certain agencies
- Perform miscellaneous administrative tasks.

12. Primary knowledge, skills and abilities required:

Thorough knowledge of project management, planning and production scheduling techniques.

Thorough knowledge of a variety of media production methods.

Thorough knowledge of video equipment and techniques.

Thorough knowledge of videography with broadcast cameras, and DSLR/cinema cameras.

Thorough knowledge of directing video productions.

Thorough knowledge of script writing and editing.

Thorough knowledge of studio and field lighting.

Thorough knowledge of still photography.

Thorough knowledge of audio recording in studio and field environments.

Thorough knowledge of non-linear video editing.

Thorough knowledge of photo editing software and techniques.

Working knowledge of graphic design software and techniques.

Working knowledge of Adobe Creative Cloud software suite.

Working knowledge of audiovisual equipment and systems, including system integration and signal routing, sound reinforcement, display and presentation technology, and IP cameras.

Working knowledge of streaming media capture, distribution systems, databases and digital asset management.

Ability to exercise initiative and creativity in planning and directing production-related activities, including pre-production planning and subject research, determine client needs, define the scope of a project, effectively communicate project status, risk and other issues to clients, effectively manage facilities, equipment and oversight of crew activities.

Ability to manage media files on a shared storage system, move files to or from appropriate volumes, transcode files to multiple formats, and archive or delete files as appropriate.

Ability to manage streaming media files and their associated data, organize folders, presentations, catalogs, and other assets.

Ability to learn new technologies that emerge and impact our systems and resolve any problems involved in integrating them within our systems.

Ability to research and evaluate new production and AV technologies, and recommend purchase.

Ability to resolve problems in a timely and effective manner and to maintain an awareness of project deadlines.

Ability to produce and direct live and remote television products, including assessing equipment and logistical needs and equipment set-up, placement and testing and problem solving.

Ability to set up and test audio, video and computer equipment and/or direct others to do so. Ability to exercise initiative in organizing and coordinating multiple on-going projects.

Ability to multitask and prioritize responsibilities.

Ability to provide training on video, audio and computer equipment and supervise activities of production crew members.

Ability to establish and maintain effective working relationships with internal staff, staff of other agencies, crew and clients.

Ability to communicate effectively with clients and co-workers, both orally and in writing.

Ability to work as part of project/production team

Ability to exercise considerable judgment, independence and initiative in completing assigned tasks.

Ability to handle production on sensitive topics with discretion.

Ability to provide consultation, training and leadership to lower level staff.

Ability to regularly work variable hours including nights, and occasionally on weekends.

Ability to maintain adequate attendance.

13. Special tools and equipment required:

14. Required licenses and/or registration:

Must have valid Wisconsin drivers license

15. Physical requirements:

Able to lift ~50 lbs when loading and unloading equipment. Able to sit at desk / production controls for many hours at a time.

16. Supervision received (level and type):

General

17. Leadership Responsibilities:

This position: is responsible for supervisory activities (Supervisory Analysis Form attached).
 has no leadership responsibility.
 provides general leadership (please provide detail under Function Statement).

18. Employee Acknowledgment:

- I prepared this form and believe that it accurately describes my position.
- I have been provided with this description of my assignment by my supervisor.
- Other comments (see attached).

EMPLOYEE

DATE

19. Supervisor Statement:

- I have prepared this form and believe that it accurately describes this position.
- I have reviewed this form, as prepared by the employee, and believe that it accurately describes this position.
- I have reviewed this form, as prepared by the employee, and find that it differs from my assessment of the position. I have discussed these concerns with the employee and provided them with my written comments (which are attached).
- I do not believe that the document should be used as the official description of this position (i.e., for purposes of official decisions).
- Other comments (see attached).

SUPERVISOR

DATE

Note: Instructions and additional forms are available from the Human Resources Dept., Room 501, City-County Bldg. or by calling 266-4615.