

DIGITAL MEDIA SPECIALIST

CLASS DESCRIPTION

General Responsibilities:

This is responsible and diverse production and skilled technical work in producing television programming and other video, graphical and audio materials for Madison City Channel, City agencies and other customers, and the City of Madison's website. The work involves pre-production, production and post-production activities covering meetings, events, studio shows and special projects. Work includes assessing customer needs, and developing and implementing project plans. Responsibilities also include performing technical work related to the installation, maintenance and/or troubleshooting/repair of media systems, equipment, software, and media management and distribution. Work involves providing leadership and administrative support for production activities, including training, directing and evaluating production crewmembers, and serving on production crews. The work is performed independently under the general supervision of the Digital Media Supervisor, and is reviewed through weekly staff meetings and evaluations of finished products.

Examples of Duties and Responsibilities:

Perform pre-production activities involved with meeting and events coverage, public affairs programming and special video projects. Coordinate with production contacts, hosts, and venue contacts. Organize the necessary resources and oversee the set up. Direct crews during production. Monitor equipment, images, audio and live outputs, and troubleshoot problems. Perform post-production activities, including non-linear editing, graphics creation, and encode media for various playback outlets.

Meet with customers to determine business needs for special projects. Determine scope of project, including work hours, production schedule and distribution plan. Write and/or edit scripts. Schedule productions, staff and other resources. Direct talent during productions.

Prepare and upload content. Prepare daily playback schedules. Create playback instances. Export reports from databases for news media and schedule reporting agencies. Prepare annual import of meeting production and replay dates for databases. Manage streaming media files. Manage Mediasite streaming platform software. Distribute media. Manage media files on shared storage servers. Acquire, edit, transcode, and otherwise prepare externally sourced content.

Install, troubleshoot, repair and perform preventative maintenance on video, audio, computer systems and networks, media production, editing, encoding, storage, and distribution equipment. Install and upgrade equipment and software for media production, editing, encoding, storage and distribution systems. Research and recommend

production equipment and software purchases. Recommend the use of outside vendors for major specialized repairs or modifications.

Assist City agency staff with digital signage needs. Perform research and evaluate products for recommendation. Set up initial content, manage distribution and permissions, and train and support staff.

Train, direct and evaluate hourly crewmembers. Create and maintain training documents.

Maintain records of various work activities.

Perform related work as assigned.

QUALIFICATIONS

Training and Experience:

Generally, positions in this classification will require:

Two years of directly related technical experience in television/video production, including experience editing video, and one year of experience in the installation, repair and maintenance of video and broadcast equipment and systems operation. Such experience would normally be supplemented by a two-year technical degree in broadcast, video production and film editing, visual communications, or related field. Other combinations of training and/or experience which can be demonstrated to result in the possession of the knowledge, skills and abilities necessary to perform the duties of this position will also be considered.

Specific training and experience requirements will be established at the time of recruitment.

Knowledge, Skills and Abilities:

Working knowledge of television/video production, methods and techniques, including producing, directing, scripting, lighting, photography, audio operation and editing. Working knowledge of video and broadcast equipment and systems, including installation, maintenance, and operation. Working knowledge of media encoding, storage and distribution systems and techniques and familiarity with broadcast automation systems. Working knowledge of and ability to use computers as it relates to media production, editing, encoding, storage, and distribution. Working knowledge of professional non-linear editing products and graphic design software. Working knowledge of television/video production equipment, such as broadcast and DSLR/cinema cameras, production switchers and video editing systems. Knowledge of video playback and distribution systems, including video servers, media file encoding and conversion, and streaming media systems. Knowledge of audio-visual systems, including sound reinforcement, presentation, and IP camera systems. Knowledge of project planning budgeting techniques. Ability to exercise initiative and creativity in planning and directing

production-related activities, including pre-production planning, budgeting and scheduling of crews, facilities and equipment, and oversight of crew activities. Ability to produce and direct live and remote television products, including assessing equipment and logistical needs and equipment set-up, placement and testing. Ability to set up and test equipment and to direct others to do so. Ability to operate equipment such as cameras, switchers and video editors. Ability to use professional editing products and graphic design software. Ability to maintain databases and/or database applications. Ability to learn new technologies that emerge. Ability to troubleshoot and repair equipment and systems. Ability to resolve problems in a timely and effective manner. Ability to provide training and leadership to production crewmembers. Ability to exercise initiative in organizing and coordinating multiple on-going projects. Ability to prioritize. Ability to handle production on sensitive topics with discretion. Ability to work effectively with multi-cultural populations. Ability to establish effective working relationships with co-workers, client agencies and the public. Ability to communicate effectively, both orally and in writing. Ability to work as a part of project/production crew team. Ability to exercise judgment, independence and initiative in completing assigned tasks. Ability to maintain adequate attendance.

Special Requirements:

Ability to meet the transportation requirements of the position. Incumbents in this classification may be expected to travel throughout the City in order to shoot video for productions.

Work involves covering meetings and other special events, which occur outside normal work hours, including evenings and weekends.

Physical Requirements:

Ability to lift 50 lbs. when loading and unloading equipment, climb stairs and ladders, and maneuver in tight locations behind equipment racks, etc. Ability to work at a desk/production controls for many hours at a time.

Department/Division	Comp. Group	Range
Information Technology	16	14

Approved: _____
 Harper Donahue IV
 Human Resources Director Date