COORDINATOR, TECHNOLOGY RESOURCES

DEFINITION

Under general supervision, performs technical duties in the production of video, audio, media, and broadcast productions for instruction, internal and external communications, and public information; provides technical support and maintenance of audiovisual equipment; prepares informational materials for dissemination through a variety of communications media, public meetings, and events; organizes, updates, preserves, maintains, and provides oversight of physical and digital District archives; and performs other related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from assigned supervisory and managerial staff.

CLASS CHARACTERISTICS

This is a coordinator class responsible for planning, organizing, coordinating, and assisting with multimedia production projects. Positions work on tasks that require the use of discretion and independent judgment in performing assigned work and ensuring the efficient and effective functioning of assigned operations. Assignments are given with general guidelines and incumbents are responsible for establishing objectives, timelines, and methods to deliver work products or services. Work is typically reviewed upon completion for soundness, appropriateness, and conformity to policy and requirements. This class is distinguished from the Multimedia Producer in that the preponderance of duties of the latter rely on a greater skill level and experience in developing creative content, including script writing, and synthesizing and presenting concepts and information in an appealing manner.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

- Works in collaboration with staff to produce a variety of informational and instructional multimedia, such as video, audio, media, and broadcast productions by gathering data and conducting interviews, developing ideas, creating content, and scripts, determining shoot locations and production schedule, shooting videos, recording voice over, and editing.
- Plans and performs video, audio, media, and broadcast post-production tasks, including reviewing recordings, making editorial decisions, creating graphics and closed captioning for video and television productions, making audio adjustments such as adding music and sound effects, and final editing; utilizes computer graphics and special and audio effects for post-production in accordance with the overall production concepts; compresses video projects for output; mixes audio products into files; makes productions available in a variety of formats; coordinates internal and external duplication services as required.
- Researches, advises and purchases multimedia equipment, supplies, computer hardware and software.
- Maintains the District's library of multimedia and/or historical archives, including accepting and digitizing submissions; establishes standards for digital capture including formats, compression schemes and metadata, and file naming conventions; responds to requests for information and research.

- Monitors the use and condition of multimedia systems including network connections; maintains a working inventory of multimedia equipment, components, and parts; updates and maintains databases and records of equipment usage, statistics, and requests; provides for and maintains measures to ensure equipment security; administers the online management system including the creation of user accounts.
- Assists in the design, installation, maintenance, and repair of audio, video, presentation, and broadcasting equipment and systems, including troubleshooting electronic systems.
- Configures lecture capture classroom technology for online and hybrid courses; understands and adheres to guidelines relating to accessibility; advises on best practices for capturing high-quality online educational multimedia content; provides direct support and troubleshoots issues.
- Monitors and oversees the work of student assistants, contractors, and volunteers.
- Stays abreast of current trends and innovations; researches emerging products and enhancements and their applicability to the District's needs; makes recommendations considering budget, installation, training, and operational perspectives; learns and applies emerging technologies.
- Oversees and participates in taking photographs, slides, and films for news media or District use; coordinate the production of various publications, slide shows, films, exhibits, and similar materials.
- Provides technical support in the proper use of video and audio equipment and systems.
- Operates, maintains, tests, troubleshoots and repairs audiovisual equipment; refers issues and arranges for equipment repairs with service technicians, vendors, or the Information Technology Department.
- Performs related duties as required.

QUALIFICATIONS

Knowledge of:

- Production techniques and procedures for video, audio, media, and broadcast production and post-production, including editing, copywriting, development of production schedules, voice acting, master control operation, audio/video processing, and the use of open and closed captioning information in compliance with Federal ADA standards and District policy.
- Principles and techniques of audio and video production, engineering, equipment and digital video and audio systems and their various formats.
- Principles and practices of professional archival processing, evaluation, and assessment methods.
- Software applications such as computer animation/DVE production software, non-linear editing systems, digital imaging and multimedia software, computer assisted drawing (CAD) applications and database software.
- Computer programming languages as used in conjunction with web-based, applications (e.g. HTML and PHP), databases, and video systems; audio/visual and computer equipment and specialized computer workstations.
- General video engineering principles as they relate to system design and maintenance, signal flow, the interoperability of audio and video components, and computer hardware and software systems.
- Lighting design principles, optical and acoustical fundamentals, and other aesthetic elements as they relate to broadcasting and production.
- Multimedia technology required for District operations, including but not limited to: video and data projectors, computer systems, various AV equipment such as LCD, PLP, and laser projection systems, plasma, LCD, LED, and OLED flat screen displays, TCP/IP, IR, and RS232 remote control systems, and related wiring requirements for installation of such systems.

- Principles and techniques for working with groups and fostering effective team interaction to ensure teamwork is conducted smoothly.
- Principles and practices of data collection and script and creative content development, editing, and recording.
- Applicable Federal, State, and local laws, regulations, codes, rules, and guidelines including copyright laws, Federal Communications Commission rules and regulations, Americans with Disabilities Act (ADA) compliance, and Family Educational Rights and Privacy Act (FERPA).
- Principles and procedures of record keeping and report preparation.
- Proper storage and care of equipment and tools.
- Standard office practices and procedures, including the use of standard office equipment and computer applications related to the work.
- English usage, spelling, vocabulary, grammar, and punctuation.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, students, and faculty and other staff, including individuals of various ages, various socio-economic and ethnic groups.

Ability to:

- Operate and maintain audio and video production equipment and computer programs, including editing and duplicating systems, cameras, production lighting, closed captioning, and recording systems.
- Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures.
- Demonstrate understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff.
- Identify historical significance and interpret artifacts and documents to others.
- Adapt to the use of different software and an environment of changing assignments and priorities.
- Plan and organize projects, programs, and events.
- Learn to interpret, apply, and explain District and departmental policies, operations, and procedures.
- Respond to requests and inquiries from the District staff.
- Organize own work, set priorities, and meet critical time deadlines.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:
Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be

Equivalent to a bachelor's degree from an accredited college or university with major course work in communications, videography, television production, or a related field and one (1) year of experience in media production work including videography and audio/visual editing.

Licenses and Certifications:

- Possession of, or ability to obtain, a valid California class C driver's license and a satisfactory driving record.
- Possession of, or ability to obtain, an Archivist certification from the Western Archives Institute is desirable.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various District and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, and over the telephone. This work has aspects of a sedentary office classification and will frequently sit at video and editing computer stations for long periods of time. Standing and walking between work areas is also required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard and to operate standard office equipment. Positions in this classification frequently bend, squat, climb, kneel, and twist while performing technical set-up and installation work; perform simple and power grasping, pushing, pulling, and fine manipulation. Employees must possess the ability to lift, carry, push, and pull materials and objects, typically weighing up to 50 pounds, and occasionally heavier weights with the use of proper equipment.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employee frequently work at indoor and outdoor events throughout the District.

Salary Grade: C1-60
FLSA: Non-Exempt
EEO Code: H-30
Board Approved: April 2021