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## **MULTIMEDIA PRODUCER**

### **DEFINITION**

Under general supervision, performs a variety of skilled and technical duties related to the pre-production, production, post-production, and distribution of video for internal and external communications, public information, and student and community relations activities; provides technical guidance and assistance to staff on film production processes; and performs other related work as required.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives general supervision from assigned supervisory and managerial staff. Provides technical direction to staff.

### **CLASS CHARACTERISTICS**

This is a specialist class responsible for independently creating or directing the creation of videos through the entire process including pre-production, production, post-production, and distribution. Positions work on highly skilled technical production tasks that are varied and complex, requiring the use of considerable discretion and independent judgment in performing assigned work. 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 relies on a greater skill level and experience in developing creative content, including script writing and is responsible for the skilled and technical production and distribution of multimedia and synthesizing and presenting concepts and information in an appealing manner.

### **EXAMPLES OF TYPICAL JOB FUNCTIONS** (Illustrative Only)

- Researches, creates, synthesizes, and presents visual ideas, concepts, and stories into appealing and accessible multimedia productions to capture and engage audience's attention.
- Plans, schedules, and coordinates pre-production tasks and logistics such as determining shoot locations and production schedule, evaluating the type and placement of cameras, audio, and lighting, developing storyboards, and writing scripts.
- Operates a video camera and related equipment to record footage for productions and to build a catalog of recordings.
- 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; and provides recommendations for video implementation on various mediums such as websites, social media, and other platforms.
- Distributes produced materials effectively to maximize viewing and according to District policies and procedures.

- Provides guidance and training to faculty and staff on the film process from pre-production to distribution; provides technical support in the proper use of video and audio equipment and systems.
- Researches, advises and purchases multimedia equipment, supplies, computer hardware and software.
- Collaborates with the Multimedia Producer to maintain the District's library of multimedia and/or historical archives; organizes and archives video files; responds to requests for information and research.
- Stays abreast of current trends in videography and multimedia production; researches innovations, emerging products and enhancements and their applicability to the District's needs; learns and applies emerging technologies.
- Performs related duties as required.

## **QUALIFICATIONS**

### **Knowledge of:**

- Multimedia pre-production, production, post-production, and distribution techniques and procedures.
- Equipment, tools, and technologies related to audio and video production and engineering.
- Principles and practices of data collection and script and creative content development, editing, and recording.
- Applicable federal, state, and local laws, rules, regulations, ordinances, and District policies and procedures relevant to assigned area of responsibility.
- Record keeping principles and procedures.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Modern office practices, methods, and computer equipment and software relevant to work performed.
- Techniques for providing a high level of customer service by effectively dealing with the public, students, and District staff, including individuals of diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation.

### **Ability to:**

- 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.
- Interpret, apply, explain, and ensure compliance with applicable federal, state, and local laws, rules, regulations, ordinances, and District policies and procedures relevant to assigned area of responsibility.
- Produce and distribute video for internal and external communications, public information, and student and community relations activities.
- Research, create, synthesize, and present visual ideas, concepts, and stories and write scripts.
- Operate and maintain audio and video production equipment.
- Effectively train and advise others on video and audio production.
- Maintain accurate databases, records, and files.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.

- Effectively use computer systems, software, and modern business equipment to perform a variety of work tasks.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- 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 three (3) years of experience in media production work including videography and audio/visual editing.

**Licenses and Certifications:**

- Possession of, or ability to obtain, a valid California Driver's License by time of appointment.

**PHYSICAL DEMANDS**

Must possess mobility to work in indoor and outdoor environments; strength, stamina, and mobility to film, to operate video recording and production equipment, to use a computer and operate standard office equipment, and to operate a motor vehicle; vision to view printed materials, videos, and a computer screen; and hearing and speech to communicate in person and over the telephone. The job involves fieldwork when filming requiring frequent walking in operational areas to perform assigned work. The job also involves sitting at video and editing computer stations for extended periods of time. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate above-mentioned equipment. Positions in this classification frequently bend, squat, climb, kneel, and twist while performing technical set-up and installation work; and perform grasping, pushing, pulling, and fine manipulation while producing videos. 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. Reasonable accommodations will be made for individuals on a case-by-case basis.

**ENVIRONMENTAL ELEMENTS**

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees also work outdoors and are exposed to moderate to high noise levels, cold and hot temperatures, inclement weather conditions, dust, fumes, and allergens, and mechanical and/or electrical equipment.

**Salary Grade:** C1-64

**FLSA:** Non-Exempt

**EEO Code:** H-30

**Board Approved:** April 2021; **REVISED:** June 2023