

Media Producer

JOB FAMILY DEFINITION

This classification falls within the AV-Media Job Family encompassing a range of work in which incumbents are responsible for providing audiovisual/telecom operational and technical support for classes, meetings, and conferences as well as consulting and production design for the creation of distance learning products such as online courses and video productions. This class specification represents the type and level of work performed recognizing that specific work assignments may differ from one unit to another and from one incumbent to another.

CLASS SUMMARY

Incumbents, as assigned, are responsible for providing professional-level production management, as well as technical and creative analysis and instructional design for a variety of multimedia technology employed for distance learning (such as webinar, video, online courses, etc.).

DISTINGUISHING CHARACTERISTICS

The Media Producer is distinguished from the Media Technician and the Media/Telecom Specialist in that it performs professional-level creative work producing distance education for a variety of learning modalities, including distance learning applications and web content.

The Media Producer is distinguished from the Media Production Supervisor in that the latter supervises three or more Judicial Council staff, including a minimum of two exempt-level staff, and may supervise other staff as assigned. The Media Production Supervisor also ensures overall functionality and operability of the AV/video technical infrastructure for distance education, as well as the infrastructure within the Civic Center Complex and Judicial Council facilities. The Media Producer is distinguished from the Media/Telecom Support Supervisor in that the latter supervises four or more Judicial Council staff and serves as a technical subject matter expert in audiovisual technical support and maintenance.

Work requires the use of imagination and creativity to produce multimedia, distance learning tools.

EXAMPLES OF ESSENTIAL DUTIES *(The duties listed are illustrative only and represent the core areas of responsibilities; specific position assignments will vary depending on business needs.)*

- Collaborates with content experts to design, produce, direct, edit, and deploy technology-based and multimedia educational tools and presentations.
- Consults with clients to analyze needs and recommend appropriate instructional design and delivery for various distance learning modalities; monitors production activities.
- Investigates and recommends software and equipment; participates in procurement activities.
- Creates multimedia online courses for judges and court staff.
- Develops and maintains HTML pages for distance education courses and website.
- Researches and recommends best practices and emerging technologies.
- Inspects production equipment and performs or coordinates equipment maintenance.
- Develops media products for public information purposes, as assigned.
- Provides training to internal and/or external clients in assigned area.
- Provides orientation and guidance to new staff.

- Performs other duties of a similar nature and level as assigned.

EXAMPLES OF POSITION SPECIFIC RESPONSIBILITIES *(Illustrative Only)*

Responsibilities across incumbents in this classification are covered in the “Examples of Essential Duties” list. While incumbents assigned to this classification may access, maintain or use function-specific tools and/or perform specific media production tasks aligned with one work unit, the general description of the work tasks involved in this class do not vary significantly and therefore no position specific duties are noted.

MINIMUM QUALIFICATIONS

EDUCATION AND EXPERIENCE

Bachelor’s degree, preferably in media arts, television production, film production or directly related field; two (2) years of video production experience including use of video editing and graphics production software. *An additional four years of professional experience as noted above may substitute for the bachelor’s degree. Or, additional directly related experience and/or education may be substituted on a year-for-year basis.*

LICENSING AND CERTIFICATIONS

- None

KNOWLEDGE OF

- Principles and methods of media production including, but not limited to, website production, camera operation, composition, lighting, exposure, talent direction, design, crew management, choosing and securing locations, staging, propping, set construction, and audio acoustics and recording;
- Various media technology, including, but not limited to, still and video cameras, microphones, lighting and grip gear, electrical elements, teleprompters and display devices, HTML editing, streaming video;
- Principles and methods of adult education;
- Mathematical calculations and measurements for lighting, sound, and videography;
- Methods and techniques of user support, including, but not limited to, escalation protocols and disaster recovery, as assigned;
- Customer service principles;
- Applicable business equipment and desktop applications; and
- Applicable work rules and policies.

SKILL IN

- Technical and creative video and audio recording and editing, including use of specialized animation, mastering, and website authoring software;
- Organizing and coordinating crew, talent, and presenters;
- Organizing and coordinating logistics;
- Meeting assigned deadlines and prioritizing competing demands;
- Performing mathematical calculations sufficient to read, calculate, and record detailed measurements;
- Providing customer service;
- Utilizing a computer, relevant software applications, and/or other equipment as assigned;
- Effectively communicating;

- Maintaining effective working relationships with colleagues, customers, and the public; and
- Developing knowledge of the judicial branch in order to produce audiovisual and multi-media programs that support educational goals.

WORKING CONDITIONS, ADA AND OTHER REQUIREMENTS

The Judicial Council is an equal opportunity employer. The Judicial Council will comply with its obligations under the law to provide equal employment opportunities to qualified individuals with disabilities.

Positions in this class typically require: sitting, walking, reaching, standing, grasping, fingering, repetitive motions, pushing, pulling, lifting, kneeling, crouching, crawling, stooping, seeing, hearing, and talking.

Medium Work: Exerting up to 50 pounds of force occasionally, and/or up 30 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.

Incumbents generally work in a typical office environment with adequate light and temperature. The Judicial Council will make all reasonable efforts to minimize the need for employees to travel by taking advantage of virtual conferencing tools as much as possible. However, positions in this class may require frequent travel, including overnight travel.

Please Note: *The Judicial Council classifies work based on organizational need. The distinguishing characteristics, essential duties and minimum qualifications described in this specification relate to the body of work required and not to the attributes of an incumbent assigned to perform the work.*