

JOB DESCRIPTION

San Leandro Unified School District

Video Production Specialist

Purpose Statement

The job of the Video Production Specialist is done for the purpose/s designing, producing, and distributing video, digital video, and television programming including production, post-production and playback services; operating and assisting others in the operation of a wide variety of standard audio-video equipment, and performing related work as assigned; providing operational and technical assistance with visual media equipment including camera systems and production equipment; providing information and training in the use and operation of related equipment.

This job reports to Assigned Administrator.

Essential Functions

- Consults with district office administrators, faculty, students or other users to determine program requirements, appropriate media and maximum utilization of video service;
- Designs and produces video programs, including developing storyboards, writing scripts, producing graphic illustrations, constructing scenery and lighting, and editing programs and video footage;
- Operates cameras, projectors, sound systems, video equipment, camera systems and related equipment;
- Writes or assists with script writing for projects, provides or assists with narration for video productions, edits or assists others in editing video and studio tapes;
- Provides technical guidance, operational services, and assistance in the video recording and production of video programs for school site, department, and district projects;
- Maintains logs, records and files of audio-visual equipment checked out to district students and staff, and video library contents and usage;
- Maintains a records of work performed and maintains inventory and usage records of equipment;
- Monitors developments relating to audio-visual equipment and video production;
- Operates computerized automatic playback systems for scheduled programs;
- Assists or collaborates with sites, departments, and other municipal agencies in the production of media, footage, or other materials;
- Makes video products available in a variety of formats and for a variety of media platforms such as websites, social media sites, and television;
- Troubleshoots malfunctions of hardware, software, and related equipment, and makes repairs for the purpose of resolving operational issues and restoring services;
- Travels to school sites using personal vehicle to for projects, productions and assistance.
- Trains staff, students, and volunteers on equipment use, production techniques, and in other areas necessary for the production and processing of visual media.

Other Functions

- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

SKILLS are required to perform multiple tasks with a potential need to upgrade skills in order to meet changing job conditions. Specific skill based competencies required to satisfactorily perform the functions of the job include: operating video, audio-visual, multimedia and lighting equipment; program development, including developing storyboards, writing scripts, producing graphic illustrations, constructing scenery and lighting and editing programs; preparing effective written materials, including scripts and directions; troubleshooting and making minor repairs to audio-visual, multimedia, video, and lighting equipment technology.

KNOWLEDGE of principles and practices of audio and video, recording and editing and lighting equipment care, operation, adjustment and minor maintenance. Standard video and audio production techniques. Basic practices of set design and construction. Safety practices and procedures used in operation of audio and video equipment. Standard office practices, including filing and operation of standard office equipment. Computer applications related to the work, including word processing, desktop publishing and spreadsheet applications. Basic knowledge of installing and troubleshooting network connected audio/visual and/or multimedia equipment.

ABILITY is required to schedule a significant number of activities, meetings, and/or events, and use basic, job-related equipment. Flexibility is required to independently work with others in a wide variety of circumstances and establish and maintain cooperative working relationships with those contacted in the course of work. Ability is also required to work with a significant diversity of individuals and/or groups; to understanding, follow, and give directions using effective communication skills; to direct others on a project basis and assist others in the use and operation of equipment; to effectively communicating in person, over the telephone, in writing, and email. Problem solving is required to analyze issues and create action plans. Problem solving frequently requires independent interpretation of guidelines; and problem solving with equipment is moderate. Specific ability based competencies required to satisfactorily perform the functions of the job include: adapting to changing work priorities; communicating with diverse groups; maintaining confidentiality; meeting deadlines and schedules; working flexible hours; working with constant interruptions; and working with detailed information/data.

Responsibility

Responsibilities include: working under limited supervision using standardized practices and/or methods; directing other persons within a small work unit; utilization of resources from other work units is often required to perform the job's functions; and maintaining and operating technical equipment. There is a continual opportunity to impact the organization's services.

Working Environment

The usual and customary methods of performing the jobs functions require the following physical demands: some lifting up to 30 pounds, carrying, pushing, and/or pulling, some stooping, kneeling, crouching, and/or crawling and significant fine finger dexterity. Mobility to work in a video production environment including the ability to climb ladders, work at heights from six to twelve feet, stamina to stand for extended periods of time. Generally the job requires 30% sitting, 30% walking, and 40% standing. The job is performed under some temperature extremes and under conditions with some exposure to the risk of injury and/or illness. Job requires some travel to and from different locations with personal vehicle.

Experience Job related experience with increasing levels of responsibility is required.

Education Bachelor's degree in a related field.

Equivalency Training and/or certification in a related field(s) that is comparable to a bachelor's degree.

Required Testing

Pre-Employment Proficiency Test

Certificates

Driver's License & Evidence of Insurability

Continuing Educ./Training

Clearances

Criminal Justice Fingerprint/Background Clearance
TB Screen

FLSA Status

Non Exempt

Approval Date

1/9/18

Salary Range

54

