

**CLASS TITLE: MEDIA SPECIALIST**

**BASIC FUNCTION:**

Under the direction of an assigned supervisor, perform a wide variety of technical tasks involving the operation of audio-visual and distance education equipment and facilities; conceptualize and produce videotapes for instructional use; coordinate and participate in the distribution of audio-visual and distance education equipment and materials at a college campus; assist in the support of audio-visual and distance education needs District-wide.

**REPRESENTATIVE DUTIES:**

Perform a wide variety of technical tasks involving the operation of audio-visual and distance education equipment and facilities. *E*

Set up distance education broadcast facilities for faculty prior to scheduled classes; troubleshoot equipment and technical problems; provide support during class presentations. *E*

Operate distance education equipment including codecs, camera and room-control devices, sound systems, recording devices and peripheral equipment including document cameras and computers. *E*

Operate and set up audio-visual equipment including VCR=s, televisions, projectors, sound systems and cameras. *E*

Videotape special events and programs; produce, edit and duplicate tapes; distribute tapes to appropriate staff; uses a variety of specialized software to edit videos and produce broadcast facility video projects including multi-media products. *E*

Consult with faculty and staff District-wide on audio-visual or distance education issues; assist faculty and staff with the production of video or audio-visual materials for use in instruction; troubleshoot classroom equipment and provide support to faculty. *E*

Assist in the direction and production of media and programs for educational television; operate and adjust cameras; adjust studio and field lighting as required; participate in studio set design process. *E*

Coordinate, distribute and collect audio-visual equipment; locate audio-visual materials for faculty and staff use; assist in the transport of equipment; set up equipment as needed. *E*

Maintain inventory of audio-visual equipment and materials; clean audio-visual equipment on a routine basis; repair tapes; coordinate major repair work with maintenance staff; maintain related records. *E*

Receive, verify and inspect audio-visual materials received with purchase orders; forward purchase orders and materials to appropriate departments. *E*

Assist in the operations of the master control room; maintain broadcast log.

Participate in training faculty and staff in the proper use of audio-visual and distance education equipment as required. *E*

May serve as digital field photographer and operates professional digital still camera.

May operate quad copter (drone) to capture aerial video and still photos of special events

Perform related duties as assigned.

### **KNOWLEDGE AND ABILITIES:**

#### **KNOWLEDGE OF:**

Principles and practices of video production.

Laws, rules, regulations, policies and procedures related to television production and transmission.

Basic principles and practices of satellite broadcasting and reception.

Principles and practices of two-way interactive distance education.

Methods and procedures of audio-visual equipment operation.

Methods and procedures of distance education equipment operation.

Principles of the production and duplication of common audio-visual materials.

Educational media circulation and control.

Interpersonal skills using tact, patience and courtesy.

Record-keeping techniques.

Correct English usage, grammar, spelling, punctuation and vocabulary.

Oral and written communication skills.

#### **ABILITY TO:**

Produce videotaped programs including taping, dubbing and editing programs.

Operate a variety of audio-visual equipment and related accessories.

Operate distance education and video studio equipment.

Maintain equipment inventory records.

Understand and follow oral and written instructions.

Assist faculty and staff in the proper operation of equipment and a distance education classroom.

Communicate effectively both orally and in writing.

Establish and maintain cooperative and effective working relationships with others.

### **EDUCATION AND EXPERIENCE:**

Any combination equivalent to: Associate degree with course work in media production and support or a related field and three years of experience in audio-visual services, distance education support or a related field.

**LICENSES AND OTHER REQUIREMENTS:**

Possession of, or ability to obtain, a valid California Driver's License.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Indoor and outdoor environment.

**PHYSICAL DEMANDS:**

Incorporated within one or more of the previously mentioned essential functions of this job description are essential physical requirements. The chart below indicates the percentage of time spent on each of the following essential physical requirements.

- |    |                               |    |                                      |
|----|-------------------------------|----|--------------------------------------|
| 1. | Seldom = Less than 25 percent | 3. | Often = 51-75 percent                |
| 2. | Occasional = 25-50 percent    | 4. | Very Frequent = 76 percent and above |

- 3 a. Ability to work at a desk, conference table or in meetings of various configurations.
- 4 b. Ability to stand for extended periods of time.
- 3 c. Ability to sit for extended periods of time.
- 4 d. Ability to see for purposes of reading printed matter.
- 3 e. Ability to hear and understand speech at normal levels.
- 4 f. Ability to communicate so others will be able to clearly understand a normal conversation.
- 4 g. Ability to bend and twist.
- 4 h. Ability to lift 25 lbs.
- 4 i. Ability to carry 25 lbs.
- 4 j. Ability to operate audio-visual and distance education technical equipment.
- 4 k. Ability to reach in all directions.

*This job description is intended to describe the general nature and level of work being performed. It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of individuals so classified.*