

## KERN COMMUNITY COLLEGE DISTRICT

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### **CLASS TITLE: MEDIA SERVICES COORDINATOR**

#### **BASIC FUNCTION:**

Under the direction of an assigned supervisor, plan, prioritize and oversee the activities of personnel involved in the District-wide production and distribution of a variety of audio-visual and distance educational materials; coordinate the daily operation of media services; implement the production and post-production of diverse instructional materials for television and multi-sensory use.

#### **REPRESENTATIVE DUTIES:**

Plan, prioritize, direct, organize and oversee the creative aspects of a television production facility, media services and assigned staff and students; review and evaluate methods and procedures; resolve issues concerning media operational activities. *E*

Coordinate the daily functions of media services; oversee assigned staff and students involved in performing media services and related operations; provide and coordinate staff training; assign work activities and projects; monitor work flow; participate in the selection of part-time staff and students. *E*

Coordinate and participate in the daily operations of ITFS related broadcast equipment, including enhanced computer operations utilizing sophisticated routing systems and signal path systems within an educational broadcast station; coordinate the maintenance of the master ITFS program tape library. *E*

Perform duties related to the broadcast operation of analog and digital microwave, CCTV, ITFS, analog and digital satellite equipment; perform operations of the computerized studio equipment including light dimming consoles and teleprompters; troubleshoot and provide technical assistance to assigned staff. *E*

Plan, prioritize and oversee the development, execution and coordination of a professional video project including staffing, content development, set design, script writing, lighting, shooting and editing; assure quality control of productions. *E*

Perform creative operation of television product equipment including studio and field video cameras, video cassette recorders, switchers, non-linear computerized editing systems including 3-D design, character generators, computer graphics devices and digital effects, audio mixers and microphones, studio and field lighting equipment and video duplication systems. *E*

Receive, review, prioritize and assign requests from faculty and staff for media services equipment and materials; review feasibility and implement requests based on time requirements and restrictions and availability of resources. *E*

Consult with faculty and staff on audio-visual or distance education issues; assist faculty and staff

with the production of video or audio-visual materials for use in instruction; conduct District-wide training of faculty and staff and distance education, video production and audio-visual topics as requested. *E*

Set up distance education broadcast facilities for faculty prior to scheduled classes; troubleshoot equipment or technical problems; provide support during class presentation; anticipate and communicate problems and confer with broadcast engineering staff to resolve operating questions. *E*

Operate multi-point teleconferencing equipment to originate and receive two-way interactive broadcasts for both District and instructional purposes. *E*

Evaluate, coordinate and recommend the purchase of media services equipment; assist in the preparation, management and monitoring of the media services departmental budget; communicate with outside vendors concerning new equipment and maintenance of existing equipment. *E*

Participate with other instructional technology personnel to design and produce multi-sensory courseware.

Perform related duties as assigned.

## **KNOWLEDGE AND ABILITIES:**

### **KNOWLEDGE OF:**

Principles and practices of professional video production.

Daily operations of an educational television broadcasting station.

Principles and practices of satellite broadcasting and reception.

Principles and practices of two-way interactive distance education.

Basic microwave transmission principles and operation.

Transmission and reception of signals via microwave, CCTV, ITFS and satellite.

Methods and procedures of audio-visual and distance education equipment operation.

Principles of the production of common audio-visual materials.

Educational media circulation and control.

Developmental trends in video production and distance education.

Principles and practices of training and providing work direction.

Interpersonal skills using tact, patience and courtesy.

Oral and written communication skills.

Laws, rules and regulations related to assigned activities.

Technical aspects of field of specialty.

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

### **ABILITY TO:**

Develop, execute and coordinate a professional video project.

Schedule the activities of staff and students involved in media services operations.

Train and provide work direction to assigned staff and student assistants.

Estimate time and materials needed for projects.

Organize and review projects for quality assurance.  
 Operate a variety of audio-visual equipment and related accessories.  
 Operate distance education and video studio equipment.  
 Plan and organize work.  
 Maintain current knowledge of technological advances in the field.  
 Assign and review the work of others.  
 Maintain records and prepare reports.  
 Observe health and safety regulations.  
 Communicate effectively both orally and in writing.  
 Establish and maintain cooperative and effective working relationships with others.

**EDUCATION AND EXPERIENCE:**

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

**LICENSES AND OTHER REQUIREMENTS:**

Possession of, or ability to obtain, a valid California driver's license.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Indoor 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.

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|----|-------------------------------|----|--------------------------------------|
| 1. | Seldom = Less than 25 percent | 3. | Often = 51-75 percent                |
| 2. | Occasional = 25-50 percent    | 4. | Very Frequent = 76 percent and above |
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| <u>3</u> | a. | Ability to work at a desk, conference table or in meetings of various configurations.      |
| <u>4</u> | b. | Ability to stand for extended periods of time.   |
| <u>3</u> | c. | Ability to sit for extended periods of time.   |
| <u>4</u> | d. | Ability to see for purposes of reading printed matter.                                     |
| <u>3</u> | e. | Ability to hear and understand speech at normal levels.                                    |
| <u>3</u> | f. | Ability to communicate so others will be able to clearly understand a normal conversation. |
| <u>3</u> | g. | Ability to bend and twist.   |
| <u>3</u> | h. | Ability to lift <u>25</u> lbs.   |
| <u>3</u> | i. | Ability to carry <u>25</u> lbs.  |
| <u>4</u> | j. | Ability to operate audio-visual and distance educational technical equipment.              |

3 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.*