

MEDIA PRODUCTION SPECIALIST, SENIOR

GENERAL DESCRIPTION OF CLASS

The Media Production Specialist Senior is the senior-level position in the Media Production Specialist classification. Work is performed within broad guidelines with high levels of independent judgement. Duties are performed at the most advanced levels and may involve performing the most technical and difficult tasks, requiring specialized or advanced skills in one or more areas of the work assigned. Under the direction of an administrator, this role performs a variety of specialized, complex, and highly responsible media production duties, requiring independent judgement. The incumbent is responsible for the production of instructional videos for classrooms, District departments and programs, as well as Online/Distance Learning, training, and various media productions supporting the vision and mission of Butte-Glenn Community College District; operates a wide variety of audio and visual equipment including, but not limited to video, photo, lighting, graphic design, and editing.

BASIC FUNCTION: The duties of this classification may involve performing the most technical and difficult tasks, requiring specialized or advanced skills in one or more areas of the work assigned. The duties below are not inclusive, but characteristic of the type of work associated with the class. Individual positions may do all or some combination of the duties listed as well as other related duties.

REPRESENTATIVE DUTIES: The duties recorded below are representative of the duties of the class and are not intended to cover all the duties performed by incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related or a logical assignment to this class. The essential duties of the class are indicated with an asterisk *.

1. Meets with diverse project stakeholders to develop scope, direction, and timelines for requested media projects. *
2. Provides leadership, work direction, and guidance in the oversight of assigned projects to lower level staff, student workers, student assistants, and short-term, temporary staff. *
3. Plans, coordinates, produces, edits, and converts video and multimedia content for various distribution platforms including teleconferences, broadcasts, online classes, video streaming, instructional programs, and presentations. *
4. Develops scripts and production schedules; assesses project and site requirements; sets up and operates recording, presentation, and multimedia equipment. *
5. Provides and leads multi-camera and live/recorded production services, including accessibility, captioning, and live-interpreter services, for classroom presentations, workshops, events, and trainings. *
6. Handles and leads full technical setup for remote and studio productions, including equipment installation, camera operation, sound mixing, lighting, graphics, teleprompter, switching, and directing. *
7. Assists faculty, staff, and administrators with media production endeavors; provides training in the use of equipment and/or software as needed; advises on technical and aesthetic standards, District Public Relations, and Marketing media policies. *
8. Serves as the Media Production technical expert for District committees, institutional planning, and equipment purchase requests.
9. Captures, converts, and formats video content for use in classrooms and Learning Management Systems (LMS); ensures proper media storage, formatting, and accessibility. *
10. Sets up and operates portable public address and video projection systems. *

11. Provides photography services for instructional purposes, including editing and restoration. *
12. Submits and uploads media for captioning, creates captions for in-house productions, assists Faculty in captioning training and resource options. *
13. Assists in obtaining copyright releases and ensures compliance for classroom and LMS media use. *
14. Produces specialized media for approved DSPS accommodations; maintains confidentiality and integrity for testing requests. *
15. Maintains confidentiality and integrity of recordings related to the hiring process; ensures restricted access as appropriate. *
16. Recommends purchase of equipment and materials based on the emerging technological needs of the District and departments, including competitive pricing research, technical specifications, compatibility, and project outcomes. *
17. Researches emerging technologies and makes recommendations on equipment and tools to meet evolving needs of the department and District. *
18. Coordinates production assignments and resources; collaborates with staff, interns, on-camera talent, and project stakeholders. *
19. Tracks and maintains accurate inventory of equipment. *
20. May serve as on-camera or voice-over talent in productions. *
21. Travels to various off-campus locations, including satellite campuses, to setup, operate, troubleshoot, and assist with multimedia and equipment needs. *
22. Interacts with diverse populations and constituencies in a wide range of situations requiring judgement, tact, and diplomacy.
23. May serve on a variety of District committees as requested.
24. Performs other duties that support the overall objective of the position.

MINIMUM QUALIFICATIONS

EDUCATION/EXPERIENCE:

- Associate degree* in Television, Video, or Film Production, Media Arts, Broadcasting, or related discipline.; **AND**
- Two (2) years of work experience in the development, production, and delivery of complex video and multimedia projects, including but not limited to educational media, distance learning content, commercial production, broadcasting, live streaming, multi-camera productions, with responsibilities for developing and managing schedules, budgets, media storage, and digital asset management.
- Or, any combination of education and experience that would provide the required equivalent qualifications for this position.

*Associate degree education equivalency is a 1 to 1 equivalency, one year of responsible work experience related to the classification for each full year (24-30 units) of college.

CERTIFICATES, LICENSES, REGISTRATION, SPECIAL AND/OR OTHER REQUIREMENTS:

- Possess and maintain a valid driver license ‘if and when’ travel is required in the course of work.
- May be required to travel for various off-site meetings, trainings, conferences, and/or events in support of the overall objective of the position.

DESIRED QUALIFICATIONS:

- Bachelor's degree in media arts, Film & Television Production, Digital Filmmaking, Cinematic Arts, Digital Video Production & Marketing, Media Production, or related discipline.

KNOWLEDGE, SKILLS, AND ABILITIES: (May be acquired through education, training and/or experience.)**Knowledge of:****Media Production Techniques**

- Planning and delivery of professional quality media for education and promotion.
- Audio/video editing, encoding, and conversion techniques.
- Signal flow, device placement, and device integration in studio and remote settings.
- Set-up, operation, and directing of live and recorded multi-camera productions.
- Story development, image composition, layout, and design principles.
- Media production industry standards and best practices.
- Digital media tools including non-linear editing, graphic design, color correction, animation, audio editing, captioning, encoding, streaming, and special effects.
- Video editing software: Adobe Creative Cloud, DaVinci Resolve, Avid, or Final Cut.
- Production equipment: digital video cameras (camcorder, mirrorless, PTZ, action), document cameras, microphones, audio interfaces, mixers, recorders, switchers, teleprompters, chroma key, and peripherals.
- Video projectors and projection screens.
- Equipment storage, care, and management.
- Screen capture and conversion tools.
- Studio and remote lighting systems, including LED lighting and reflectors.
- Livestreaming platforms: NewTek Tricaster, BlackMagic Web Presenter, and OBS.
- Video hosting servers and content publishing.
- Public Address systems with wired and wireless microphones.
- Productivity software: MS Office Suite, file-sharing, and communication tools.
- Modern office practices; composing, proofreading, and preparing correspondence.
- Effective verbal and writing skills; accurate grammar, spelling, and punctuation.
- Basic mathematics.
- District, college, and Board policies and procedures.
- Applicable laws including CA Ed Code, Title V, FERPA, Section 508, and copyright.

Ability to:

- Operate in studio and remote production environments; plan and produce professional quality media content from concept to completion.
- Set up and operate cameras, microphones, lighting gear, monitors, teleprompters, mixers, and remote streaming platforms.
- Edit media with non-linear software (eg. Adobe Creative Cloud) on PC and Mac.
- Creatively translate ideas into high-quality educational and promotional media.
- Work independently and collaboratively, under tight deadlines.
- Conduct pre-production planning: client meetings, scripting, and scheduling.
- Plan, organize, and prioritize workload to meet schedules and timelines.
- Set up and operate public address systems, sound mixers, and video projectors.
- Troubleshoot technical issues and maintain production quality.
- Maintain accuracy and close attention to detail in all productions.
- Learn and adopt emerging technologies in media production and related fields.
- Maintain compliance with Section 508, copyright laws, and industry best practices.
- Adhere to District, local, state, and federal laws, regulations, and guidelines.
- Establish and maintain cooperative working relationships with diverse stakeholders.
- Direct, consult, and communicate effectively with administrators, faculty, staff, students, community partners, and external institutions.
- Direct talent, crew, and student workers; delegate tasks appropriately.

- Communicate clearly, concisely, and accurately, both verbally and in writing.
- Use discretion, tact, and diplomacy in handling sensitive or complex issues.
- Maintain strict confidentiality of sensitive information.
- Demonstrate cultural competence and sensitivity to diverse populations.
- Respond quickly and effectively to issues and production needs.
- Prioritize and manage tasks in a fast-paced, deadline-driven environment.
- Create documents, charts, spreadsheets, and reports using office software.
- Maintain accurate records and track projects with project management tools.
- Monitor and manage budget.
- Compose professional correspondence.
- Type and format documents proficiently.

RELATIONSHIPS WITH OTHERS:

The incumbents in this class are in daily contact with department, college, District faculty, staff, administrators, students, vendors, and the public, as needed.

SUPERVISION EXERCISED and/or RECEIVED:

The Media Production Specialist Senior classification may provide work direction or guidance in the oversight of assigned projects to lower level staff, student workers, student assistants, and short-term, temporary staff.

The incumbents in this class receive general supervision from the assigned manager or other administrative superiors. Supervision is provided regarding interpretation and application of District, college, and/or department policies and procedures, applicable state and/or federal regulations. Work is usually performed independently and reviewed by supervisors as needed to ensure accuracy, completeness and compliance with practices and regulatory standards. Incumbents in this class follow policies and guidelines as outlined by the District, college and/or departmental procedures, policies, and directives.

PHYSICAL AND MENTAL DEMANDS:

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Physical Demands**

While performing the duties of this classification, the incumbent is regularly required to sit, walk, and/or stand, speak or hear, both in person and by telephone. Use hands repetitively to finger, handle, feel or operate standard office equipment; reach with hands and arms; and regularly lift and carry 26-50 pounds. Must frequently sit and/or stand for long periods of time; dexterity of hands and fingers to operate a variety of computer and office equipment, The incumbent may be required to bend at the waist, kneel and/or crouch; move about the college or District site(s). Specific vision abilities required by this job include close vision and the ability to adjust focus and view a variety of computer screens, printed documents, and instructions.

- **Mental Demands**

While performing the duties of this class, the incumbent is regularly required to use written and oral communication skills; read and interpret data, information and documents; analyze and solve problems; observe and interpret people and situations; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks; use math/mathematical reasoning; perform highly detailed work under changing priorities and deadlines on multiple concurrent tasks; work with frequent interruptions, and interact with District and/or college faculty, staff, management, administrators, students, educational institutions, donors,

community partners, contracted & consultive entities, professional organizations and others encountered during the course of work.

WORK ENVIRONMENT AND CONDITIONS:

- **Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The incumbent works under typical office conditions, and the noise level is usually quiet.

- **Working Conditions**

Work is performed both indoors and outdoors where certain weather and safety considerations exist. Incumbents may have exposure to high voltage electricity, noise, confined spaces, and working at heights above 10 feet. Work may be performed at heights on scaffolding and ladders. May have exposure to noise, dust, radiant and electrical voltage, and energy. Exposure to outdoor weather and temperature conditions. May be required to work and/or walk on various types of surfaces including slippery or uneven surfaces and rough terrain. May require occasional work on weekends, evenings, holidays, and flexible shifts. May require travel from site to site.

Butte Glenn Community College District (BGCCD) IS AN EQUAL OPPORTUNITY EMPLOYER:

To accomplish this job successfully, an individual must be able to perform, with or without reasonable accommodation, each essential function satisfactorily. Reasonable accommodations may be made to help enable qualified individuals with disabilities to perform the essential functions.

Butte Glenn Community College District is committed to creating a diverse workforce focused on equity, inclusion, and accessibility for all faculty, staff, administrators, managers, and students. The District is dedicated to building an environment that supports our diverse student populations providing opportunities to mentor, encourage, and prepare our students to be successful in the world and expose them to global perspectives. Our District community of professionals is devoted to enriching our students' lives by bringing to light a variety of ways to engage and discover their individual and collective paths through education.

BGCCD is committed to the principles of equal employment opportunity. It is the District's policy to ensure that all qualified applicants for employment and employees have full and equal access to employment opportunities and are not subject to discrimination in any program or activity of the District on the basis of ethnic group identification, race, gender, color, language, accent, citizenship status, ancestry national origin, age, sex, religion, sexual orientation, gender identity, parental status, marital status, veteran status, physical or mental disability or medical condition, or on the basis of these perceived characteristics.