

Sacramento County Office of Education Job Description

Classification Title: Video Production Specialist

DEFINITION

Under general direction, plans and facilitates studio and field-based video production work, including the planning, filming, editing, sound mixing, graphic design, compression output, and distribution of a wide range of products; performs other related duties as assigned.

DIRECTLY RESPONSIBLE TO

Appropriate Administrator

SUPERVISION OVER

None; however, may provide technical direction to other staff and/or temporary assistants assigned to the department.

DUTIES AND RESPONSIBILITIES

(This position may not include all of the listed duties, nor do all of the listed examples include all tasks which may be found in this classification.)

Studio Production

Works in collaboration with clients and production staff to produce a variety of video products for broadcasting, compression output, video streaming, and digital distribution; plans and directs assigned studio productions; oversees operation of small multi-camera studio and portable live studio setups; operates video switching, character generation, and digital video effects equipment, cameras, hard disk video recorders, and audio mixers; determines lighting, audio, and camera techniques for video production; sets up and adjusts studio lighting equipment including fixed and portable LED and tungsten lights; adjusts audio equipment including assorted lavalier, cardioid, and shotgun microphones; works with clients to prepare "B-roll" footage for inclusion in live productions; provides limited troubleshooting of video, audio and lighting equipment; performs routine equipment maintenance; researches trends and makes recommendations to department for software and equipment purchases.

Field Production

In cooperation with staff, plans and coordinates pre-production and production activities; conducts field-based video production involving interaction with clients and operation of all portable video and audio equipment; transports and sets up lighting and audio equipment as required; provides limited troubleshooting and maintenance of field production equipment.

Post-Production

Plans and performs video post-production tasks including footage review, editorial decision-making, video transcoding, preparing rough cuts, audio adjustment, color correction, and final editing using Adobe Premiere software; utilizes computer graphics and special effects for video post-production in accordance with the overall production concepts; compresses video projects for output; captures recorded video using software and encodes media as appropriate; produces video files in a variety of formats including streaming media files; optimizes media and publishes to third party websites such as YouTube and other social media platforms.

MINIMUM QUALIFICATIONS

Education, Training, and Experience

Any combination of education and training that demonstrates the ability to perform the duties and responsibilities as described; a typical qualifying background would include a bachelor's degree in telecommunication or video production; progressively responsible experience in a professional video editing/producing environment demonstrating competence in all areas of video production.

Knowledge of

Principles, methods, and theory of media communication; professional video production procedures, practices, techniques, and terminology; studio production with multi-camera shooting; cinematography; principles of analog and digital video capture; professional television production equipment operation including video cameras and recorders, audio recording equipment, file compression, video switching, character generation, graphics manipulation, lighting, and post-production equipment; common computer hardware concepts ; standard videoconferencing platforms; intermediate level of standard software applications proficiency with an understanding of current video/photo formats, codecs, project based file management, and advanced Adobe Creative Suite video editing software; proper handling and troubleshooting of broadcast quality video production and post-production equipment; safety practices related to video production.

Skill and Ability to

Operate and maintain a variety of digital video cameras and video editing equipment; operate computers and relevant systems and software; creatively plan and translate abstract concepts into effective visual form; work with other technical and non-technical staff to organize and implement videotaping of instructional or other educational related projects; communicate technical information in non-technical terms; work with clients and talent to be comfortable in front of the camera; advise clients and staff on effective media communication practices; adapt video products to fit needs of clients and target audience; explain various principles of video to clients; develop and optimize workflow techniques to manage complex video projects effectively and efficiently; troubleshoot video product complications; lift and move equipment; perform basic repairs on video/photo equipment; research solutions and make technical decisions; communicate effectively with individuals and groups from diverse backgrounds; write and speak clearly, concisely and effectively; meet deadlines and manage multiple priorities; research and remain current on the developments and applications of state-of-the art video production technology.

Other Characteristics

Possession of a valid California driver's license and willingness to travel locally using own transportation to conduct work assignments; willingness to travel within California as required.

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