

SENIOR MEDIA PRODUCTION SPECIALIST

DEFINITION

Under direction, provides day-to-day direction of assigned staff and activities, and performs specialized analytical, design, development, production and project management work associated with media production for distance education and statewide communications delivered by teleconferencing, broadcasting, computer-based training (CBT), video, and the web; designs and produces curriculum and program materials in video format for various media; performs related work as assigned.

CLASS CHARACTERISTICS

This is the lead and/or specialist level in the Media Production series. Incumbents may direct the work of assigned staff as well as serve as specialists who work independently and deal with the most complex and/or sensitive projects related to the development of distance education programs using teleconferencing, broadcasting, CBT and the web. Projects and products are for statewide distribution, involve many forms of delivery and formats, and address the educational needs of the entire judicial branch. This class is distinguished from Supervising Media Production Specialist in that the latter is responsible for supervising Media Production staff, with effective authority for their selection, retention, and training and development and with responsibility for day-to-day supervision, evaluation, motivation, and discipline of employees

EXAMPLES OF DUTIES (*illustrative only*)

- Provides lead direction, training, and work review; organizes and assigns work, sets priorities, and follows up to ensure coordination and completion of assigned work.
- Provides input into selection, evaluation, discipline, and other personnel matters.
- Coordinates and performs productions for distance education and communications, including broadcasts, teleconferences, video production, graphics production, and web production, including web-casting and streaming media.
- Provides curriculum committees and program staff with advice and guidance concerning aspects of their education designs that can be delivered effectively via a variety of technology-based delivery mechanisms.
- Analyzes the technological status and needs of local courts concerning these delivery mechanisms.
- Assesses internal equipment needs to keep distance learning programs in a viable position.
- Establishes and maintains contractual relationships with local agencies, government offices, etc. for court use of downlink facilities.

- Recommends equipment purchases for internal and external (local court) production, delivery, reception, and use of broadcast, video, and other media-based programs, as well as assures equipment compatibility.
- Establishes and maintains vendor relationships with uplink providers, downlink equipment providers, satellite time providers, broadcast and teleconference equipment providers, real-time captioners, studio crew, video equipment providers (cameras, editing equipment, real-time or closed captioning, etc.) and others as necessary.
- Establishes and maintains working relationships with local training coordinators for scheduling and conducting local activities, and incorporation of media-based education products into local training efforts.
- Oversees and/or performs all broadcast, video, graphics, and web production-related activities including:
 - working with broadcast/video originators in initial design.
 - scripting and blocking all proposed broadcast/video productions.
 - scheduling all necessary vendors and space.
 - conducting on-going planning meetings with education program/product originators
 - scheduling and training crew.
 - directing equipment and studio set-up.
 - disseminating downlink information to local sites.
 - scheduling local training coordinators for local on-site work.
 - conducting local site connection tests.
 - producing or reviewing animation, pre-taped video segments and other teaching/learning aids to be used for distance learning programs including broadcasts, CBT, web-based training and video.
 - training staff and faculty in broadcast and taping techniques.
 - conducting dry-run/rehearsal programs.
 - managing and coordinating real-time broadcasts, including
 - floor direction.
 - production direction.
 - managing and coordinating on-site and off-site “shooting,” including
 - presentation direction.
 - production direction.
 - editing direction.
 - trouble shooting uplink, downlink and equipment problems.
- Manages the videotaping of broadcasts and teleconferences.
- Performs or oversees all post-production editing for taped broadcasts or video projects and supervises distribution of video products.
- Collaborates with other staff in maximizing the use of video in other educational projects.
- Collaborates with other divisions in the production of videos and live broadcasts for use in their programs and projects, including
 - direct management of video.
 - indirect management of video, which may involve

- recommending contract videographers.
- consulting with division representatives concerning script, etc.
- overseeing final production for quality control.
- Performs or oversees complex animation and graphics production for broadcast or video.
- Performs or oversees web production projects associated with distance education, including oversight of web page and web site creation and creation of streaming media.
- Performs or oversees productions for CD and DVD.

WORKING CONDITIONS

- Work occasional evening and weekend hours.
- Must be available for out-of-town travel for several days at a time.

QUALIFICATIONS

Knowledge of:

- Basic supervisory principles and practices.
- Broadcast telecommunications equipment and broadcast practices.
- Principles and practices of live television broadcast production.
- Principles and practices of single- and multiple-camera video production and direction in both studio and field environments.
- Principles and practices of project management.
- Principles of effective script writing.
- Principles of web design and development.
- Principles and practices of media development for CD and DVD.
- Principles of standard and animated graphics development.
- Principles and practices of adult education.
- The Instructional Systems Design (ISD) model of training program design.
- Principles and practices of videotape editing.
- The operation of personal computers and peripheral hardware used for web-based program production.
- The use of specified computer applications, such as word processing, animation software, spreadsheets, HTML, JavaScript, and web development products used to incorporate video, animation and other media into online training products.

Ability to:

- Plan, direct, and review the work of others on a project or day-to-day basis.
- Apply the principles of adult education to the analysis, design, development, and evaluation of educational media productions for a variety of different media.
- Apply principles and practices of video production in the creation of educational videotapes in studio and field environments, and for multiple-camera and film-style productions.
- Work effectively as a member of a team and under severe time constraints.
- Effectively direct nonprofessional actors for video production.
- Organize own work, set priorities, and meet critical deadlines.

- Communicate effectively in English, orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of the work.
- Operate personal computers and specified computer applications, such as word processing, animation software and spreadsheets.
- Use tact and discretion in dealing with those contacted in the course of the work.

Licenses and Certificates:

Possession of a valid California driver's license may be required for some positions.

Education and Experience:

Equivalent to possession of a bachelor's degree, preferably with major course work in educational technologies, including web, DVD, TV Broadcast, animated graphics, video (both studio and field) or media production or communications, and four years of professional experience in media production, preferably for education and training purposes.

Additional directly related experience may be substituted for the education on a year-for-year basis. Possession of a directly related postgraduate degree may be substituted for one of the three years of required experience.

OR

Two years as a Media Production Specialist with the judicial branch.