

**City of San José  
CLASS SPECIFICATION**

**TITLE: Video/Multimedia Producer**

<b>CLASS CODE:</b> 8032		
<b>DEPARTMENT:</b> Varies	<b>ACCOUNTABLE TO:</b> Varies	<b>FLSA STATUS:</b> Non-exempt

**CLASS SUMMARY:**

Under general supervision, performs work in video and television production that may involve assignments in the areas of graphic design, writing, producing, directing, conducting research, editing, marketing, field and studio videotaping. At times, this position requires a flexible schedule, with evening and weekend assignments. Performs related work as required.

**DISTINGUISHING CHARACTERISTICS**

Incumbents in this class receive supervision from a Video Unit Supervisor, manager or professional in the department they serve, and may, themselves, have technical or clerical staff to lead. This class may be responsible for video and television production not only within the department to which they are assigned, but also provides video services for other City of San Jose departments, such as the City's Government Cable Access Channel, Police and Fire Department. The Video Specialist is distinguished from the Training Specialist by its focus on video and television production.

**QUALIFICATIONS**

**(These qualifications are typically required. An equivalent combination of education, experience, knowledge, skills, and abilities sufficient to satisfactorily perform the duties of the job may be substituted.)**

**Education and Experience:**

A Baccalaureate Degree from an accredited college or university in the field of graphic design/animation, broadcast television or journalism, film, fine arts, video production, or closely related field with 2 years of increasingly responsible experience in one or more of the following areas: government access television, broadcasting, television news programming, training or media production, public affairs, journalism, communications, and/or media coverage.

**Licensing Requirements:**

- Possession of a valid California driver's license.

**Minimum Knowledge, Skills and Abilities (position requirements at entry and depending on area of assignment):**

- Knowledge of television and video production directing principles.
- Knowledge of media production processes; such as graphic design/computer animation, script writing, directing, camera work, lighting, linear/non-linear editing, and television/video/audio production.
- Knowledge of media production equipment and basic maintenance.
- Knowledge of basic research and analysis methodology and techniques.
- Knowledge of effective project management.
- Knowledge of budgeting principles.
- Ability to express oneself, clearly and concisely, both orally and in writing.
- Ability to speak effectively before a wide range of public and private organizations and officials, and media representatives.
- Ability to establish and maintain effective working relationships with staff, elected officials and the public.

**City of San José**  
**CLASS SPECIFICATION**

**TITLE: Video/Multimedia Producer**

- Ability to represent City departments at all internal and external meetings.
- Ability to work independently.
- Ability to operate a variety of video and audio equipment.
- Ability to lift and transport equipment.

**Desirable Qualifications (likely to contribute to more successful job performance; can often be learned on the job):**

- Experience in media, communications, journalism, public affairs, broadcasting, or television within a local government environment.
- Ability to use existing computer software programs and to learn new applications as changing technology and procedures require.
- Ability to write media based scripts for informational, instructional and public service announcements.
- Ability to create web based training content

<b>DUTY NO.</b>	<b>TYPICAL CLASS ESSENTIAL DUTIES:</b> (These duties and estimated frequency are a representative sample; position assignments may vary depending on the business needs of the department.) Duties may include, but are not limited to, the following:	<b>FRE-QUENCY</b> <b>(Indicate % of time for each duty in increments no less than 5%)</b>
1.	Plans, produce, shoot, direct and edit a variety of community based television programs, training and informational videos, public service announcements, press conference and video documentation of events.	15%
2.	Provide video graphic support to the City organization for training, educational and community outreach purposes.	15%
3.	Create programming, including newsmagazine format, documentaries, special events, meetings and studio productions.	10%
4.	Writes, scripts, educational/training materials, public relations materials and other written materials.	10%
5.	Shoots videos in the field and in the studio; edits videotape.	10%
6.	Develops audiovisual materials to explain City services.	10%
7.	Works with various equipment: cameras, video and audio equipment, props, lighting, microphones, mixers, computer, graphic equipment, sound equipment, speakers and recording equipment.	5%
8.	Meets with the customer to assess the customer's video needs	5%
9.	Develops audiovisual materials to explain City services.	5%
10.	Shoots videos in the field and in the studio	5%

**City of San José  
CLASS SPECIFICATION**

**TITLE: Video/Multimedia Producer**

11.	Directs proper lighting and equipment for the set on a location or in the studio.	5%
12.	Graphic design for different media applications	5%
13.	Performs other duties of a similar nature or level.	As Required

**PHYSICAL REQUIREMENTS (Check all that apply to performance of the essential duties of the job)**

	Climbing	X	Kneeling	X	Crawling
X	Balancing	X	Lifting	X	Reaching
X	Stooping	X	Fingering	X	Standing
X	Talking	X	Grasping	X	Walking
X	Hearing	X	Feeling	X	Pushing
X	Crouching				

  X   *Medium Work*: Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.

**CLASSIFICATION HISTORY (8/01)**  
**8032.sooo**