

RIVERSIDE UNIFIED SCHOOL DISTRICT

CLASS TITLE: MEDIA PRODUCTION TECHNICIAN (Range 22)

BASIC FUNCTION:

Under the direction of an assigned supervisor, use photography, videography and other multimedia avenues to showcase and increase awareness of District goals, initiatives, accomplishments, special events and other newsworthy items - including but not limited to board meetings, special programs, classroom sessions, student achievement, media events and streaming athletic events.

REPRESENTATIVE DUTIES:

Direct, produce, film and edit District informational and marketing videos (shortform, longform, documentary, informational, Public Service Announcements (PSA), etc.) for web and mobile devices.

Record District events using photography, videography and/or audio equipment. *E*

Coordinate outreach (phone, email, visits) to teachers, students and other community partners for pre-production, planning or development meetings or information gathering. *E*

Mentor and train students during live broadcasting events and on post-production.

Pack and securely transport equipment to various locations. *E*

Test equipment to make sure it is properly functioning before, during and after it is needed for an event. *E*

Troubleshoot and solve technical difficulties, and/or make recommendations when appropriate. *E*

Make recommendations on technology updates. *E*

Keep inventory of audio/video equipment. *E*

Keep equipment clean and organized. *E*

Ensure content quality assurance.

Design graphics for print and web use. *E*

Design and print large-format print orders including, but not limited to, posters and banners. *E*

Maintain, edit, revise and troubleshoot the school district web content. *E*

Maintain and monitor social media content and manage accounts as assigned. *E*

Assist with press release content. *E*

Train District staff on website operations. *E*

Produce, film and edit District events. *E*

Produce/duplicate video packages for websites, mobile, downloadable and streaming content. *E*

Operate and support various video and audio editing applications such as Adobe Premiere Pro, Adobe After-Effects, Adobe Encore, Tricaster, and Final Cut Pro X. *E*

Work with both internal and external stakeholders to ensure proper project timelines, detail specifications and task outcomes. *E*

Advise and pitch to communications team on story ideas and equipment.

Ensure consistent brand representation and unified look and feel for the District image. *E*

Manage multiple projects in various stages of production concurrently. *E*

Maintain and archive production elements according to established department standards and build internal archive library. *E*

Perform other related duties as assigned.

EDUCATION AND EXPERIENCE:

Graduation from high school or equivalent, Associates Degree desired and Two (2) years media industry experience with Electronic News Gathering (ENG), live broadcasting and non-linear editing software.

LICENSES AND OTHER REQUIRMENTS:

Valid California driver's license.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Operation/setup of photography/video/audio equipment

Lighting effects, speed and color contrast

Editing techniques on applications such as: Final Cut Pro, Motion, Photoshop, and other editing software.

Computers

Broadcast camera set-up and operation

ENG and studio directing techniques

Set-up and operation of audio equipment, lights, etc.

A/B roll editing (non-linear preferred)

Telephone techniques and etiquette

Post-production (Color Correction, Visual Effects, Audio Mastering, etc.)

Copyright Laws

Strong interpersonal skills including the ability to gain respect and confidence

ABILITY TO:

Perform a variety of duties related to video/photography production

Manage time and work effectively

Meet schedules and time lines

Adapt to changing environments

Exercise sound judgement

Understand and follow oral and written instructions with strong attention to detail

Work independently and efficiently under time pressure in a fast-paced, deadline-oriented environment.

Establish and maintain effective working relationships with others in a diverse environment.

Work with different departments, with a strong emphasis on collaboration.

Stay up-to-date with technological advances

Function autonomously, yet understands necessity of advising management of work progress.

Manage multiple tasks simultaneously and effectively.

WORKING CONDITIONS:

ENVIRONMENT:

Indoor and outdoor environment

Willingness to work flexible hours, including some weekend and evening hours depending on District events schedule.

PHYSICAL ABILITIES:

Dexterity of hands, wrists and fingers to operate equipment

Seeing to operate video equipment

Lifting moderately heavy objects

Hearing and speaking to exchange information in person or on the telephone

Sitting, standing or walking for extended periods of time