

MEDIA ANALYST

DEFINITION

Under direction, creates and produces multimedia resources, including videos, graphics, and guides, for internal training on procedures, equipment, and software and for County Office marketing and communication purposes; provides technical assistance and training to support media users in developing multimedia tools; provides technical support for all levels of audio-visual activities from one person conferencing to large-scale meetings, conferences and hybrid events; and performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from assigned supervisory or management personnel. Exercises no direct supervision over staff.

CLASS CHARACTERISTICS

This journey-level classification is responsible for independently performing professional and technical duties in the creation and production of instructional multimedia resources for training, marketing and communication purposes. Positions at this level exercise judgment and initiative in their assigned tasks, receive only occasional instruction or assistance as new or unusual situations arise and are fully aware of the operating procedures and policies of the work unit.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Captures and edits multimedia content to produce educational and technical video products; creates and edits audio/visual program material using video editing software; uses computer graphics and special effects techniques to enhance media products; makes video products available in a variety of formats; ensures all media products are consistent with Office branding and communications guidelines.
- Develops and maintains software training modules/series for various web-based programs to support Office operations.
- Assists and responds to inquiries and provides information to staff and outside presenters concerning audio-visual equipment usage, scheduling, practices and procedures; reviews audio-visual requests, works through specialized needs, and resolves issues and concerns; refers calls to other computer/network technicians as required; documents service tickets in a timely manner to provide sufficient information to communicate the problem, how it was remediated, and suggested actions to prevent recurrence as appropriate.
- Conducts market research and analysis and makes procurement recommendations for potential audio and visual software and hardware solutions for the organization; creates and maintains vendor

relationships and serves as primary liaison between the Office and vendors to ensure optimal service and cost efficiency; oversees the installation of various equipment to ensure compliance with expected outcomes.

- Reserves media and equipment for scheduled events; ensures necessary audio-visual equipment, peripherals, tools and cables are available; researches and recommends audio/visual presentation options and works with staff to respond to specialized requests.
- Sets up and installs audio-visual equipment in preparation for scheduled events; establishes and maintains connections as required; troubleshoots and diagnoses equipment and network integration failures, sometimes when meetings are in progress.
- Inspects audio-visual equipment to ensure proper operation; cleans, adjusts and services parts and components; coordinates maintenance and repairs as needed for all audio-visual systems; disassembles and inspects equipment after usage, ensures all equipment and software signed out is accounted for, organized, and stored properly.
- Provides user administration services and training for all web-based applications for communications tools, event management systems, and room reservation system.
- Coordinates and catalogs the storage of digital files for all web-based audio and visual communication tools; securely handles, edits, and delivers sensitive and/or confidential audio-visual resources; maintains and supports all digital signage related to audio and visual communications.
- Observes and complies with all Office and mandated safety rules, regulations, and protocols.
- Performs related duties as required.

QUALIFICATIONS

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

- Equivalent to an associate degree from an accredited college in television, film, digital media production, fine arts, or a related field; and
- Two (2) years of direct experience working with audio-visual production and editing, including video capturing equipment and video production software.

Licenses and Certifications:

This position may require employees to travel locally, and specifically, employees must be able get themselves to different locations during their workday. Employees will be responsible for ensuring that they can timely move between locations during their workday either via driving themselves with a valid driver's license or using other modes of transportation, including a ride hailing service, taking a taxi, carpooling, bicycling, etc.

Knowledge of:

- Principles of visual, informational, and instructional design and techniques for developing training and instructional resources in a variety of multimedia formats.
- Operational characteristics of audio, video, and editing equipment and graphics production, special effects, and animation software across both Windows and MAC platforms.
- Video production and editing techniques sufficient to produce professional-level instructional products and resources.
- Current trends and developments in multimedia tools and audio/visual equipment technology.

- Basic computer network and internet connectivity through wireless and hardwired schemes and protocols.
- Basic diagnostic techniques and procedures used to restore audio/visual equipment to normal operations.
- Web-based application user administration.
- Cybersecurity best practices.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and Office staff.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

Ability to:

- Operate and maintain digital video cameras, audio mixing and video editing equipment.
- Creatively use robust editing, graphics and composition software; visualize and record professional-grade video content by determining filming sequences, camera movements and picture composition; construct and position sets, lighting and sound equipment.
- Develop pre-production materials including scripts, storyboards, and/or shot lists in collaboration with coworkers and clients.
- Identify and troubleshoot technical problems, both preemptively and responsively, review information sources, develop and evaluate options and implement solutions.
- Manage the process of implementation of new software and hardware solutions; research technical materials to provide solutions to problems.
- Use tact, initiative, prudence, and independent judgment within general policy and procedural guidelines.
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.
- Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and visit various SMCOE sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 50 pounds.

ENVIRONMENTAL CONDITIONS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing divisional policies and procedures.