

CSC Adopted: December 2008, CSC Revised: December 2014

Class Title: Media & Production Specialist

BRIEF DESCRIPTION OF THE CLASSIFICATION:

Plans and performs all aspects of video projects, including program concept, design, format, script writing, crew scheduling, field production, and editing for the Norfolk Fire-Rescue Training Division; performs related work as required.

ESSENTIAL FUNCTIONS:

This information is intended to be descriptive of the key responsibilities of the classification. The following examples do not identify all duties performed by any single incumbent. Specific requirements of individual positions are described in the Job Description.

Physical Strength Code		ESSENTIAL FUNCTIONS
1	S	Oversees all video projects from pre-production, production, and post production through distribution.
2	L	Produce, direct, schedule, attend pre-production meetings, plan, draft, script, video tape, select music, edit, create character generator, duplicate, and distribute all recruit training academy and department training videos, promotional videos, and select emergency incidents, meetings, and classes. Conduct all video duplication requests from receiving, scheduling, duplicating, labeling, and cataloging to distribution.
3	S	Operate industrial video camera and <i>Avid/Adrenaline</i> edit suite including mixer and character, generator, and digital still camera.
4	S	Manage A/V library, retrieve, catalogue, loan, file and maintain video tapes. DVD's equipment and books for distribution within and outside the department. Set up and manage all department studio productions. Create order, setup, and maintain studio set and props for department productions. Research, recommend, order, receive setup, organize, and maintain new and used equipment for the department. Establish and maintain A/V library computer database.

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CLASS REQUIREMENTS:

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Formal Education / Knowledge	Requires any combination of education and/or experience and training in fields utilizing the knowledge, skills, and abilities listed and associated with such positions as television producer, production manager, video specialist.
Experience	Three years of responsible experience in videography/television production, or a related field.
Certifications and Other Requirements	Valid Driver’s License may be required depending on assignment
Reading	Work requires the ability to read correspondence, publications, reports, legal documents, and promotional materials.
Math	Work requires the ability to perform general math calculations such as addition, subtraction, multiplication and division.
Writing	Work requires the ability to write correspondence, reports, press releases, proposals, and promotional materials.
Managerial	Prioritizing work to meet deadlines. Prepare neat and thorough documents and monthly reports.
Budget Responsibility	Prepares documents and does research to justify language used in documents for a unit of a department and may recommend budget allocations as requested by the Training Officer.
Supervisory / Organizational Control	Job has no responsibility for the direction or supervision of others.
Complexity	Work requires analysis and judgment in accomplishing diversified duties. Work requires the exercise of independent thinking within the limits of policies, standards, and procedures
Interpersonal / Human Relations Skills	Contacts others within the organization. These contacts may involve similar work units or departments within the City which may be involved in decision making or providing approval or decision making authority for purchases or projects. Works with individuals outside the City who may belong to professional or peer organizations. Working with various state and federal agencies may also be required. Vendors and suppliers may also be called upon for information on purchases, supplies or products. Meetings and discussions may be conducted with customers, vendors and sales representatives. Ability to work well with others.

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OVERALL PHYSICAL STRENGTH DEMANDS:

Sedentary	Light X	Medium	Heavy	Very Heavy
S = Sedentary Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time	L = Light Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	M = Medium Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	H = Heavy Exerting 50-100 lbs. occasionally, 25-50 lbs. frequently, or up to 10-20 lbs. constantly.	VH = Very Heavy Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

PHYSICAL DEMANDS:

C = Continuously 2/3 or more of the time.	F = Frequently From 1/3 to 2/3 of the time.	O = Occasionally Up to 1/3 of the time.	R = Rarely Less than 1 hour per week.	N = Never Never occurs.
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This is a description of the way the job is currently performed; it does not address the potential for accommodation.

PHYSICAL DEMANDS	FREQUENCY CODE	DESCRIPTION
Standing	O	Video taping, photography, copier, fax machine, filing, working at events, meetings, various activities
Sitting	F	Film editing, computer, desk work, meetings, answering telephone
Walking	O	Video taping, photography, inter-office, moving from varied activities, around all events
Lifting	O	Video equipment, various office supplies, boxes, items for events, chairs, table
Carrying	O	Various event materials
Pushing/Pulling	F	Video taping, photography, chairs, tables, event activities
Reaching	F	Video taping, photography,
Handling	F	Office supplies, boxes, items for events, chairs, table, video equipment
Fine Dexterity	C	Computer keyboard, calculator, writing, video editing console, video equipment
Kneeling	O	Video taping, photography, event set-up of promotional materials
Crouching	O	Video taping, photography, event set-up of promotional materials
Crawling	O	Video taping, photography, event set-up of promotional materials
Bending	O	Video taping, photography, event set-up of promotional materials, event set-up of promotional materials, filing
Twisting	O	Video taping, photography, event set-up of promotional materials
Climbing	R	Video taping, photography, event set-up of promotional materials
Balancing	N	
Vision	C	Computer, desk work, reading, writing, filing, observations, inspections, video editing
Hearing	C	Telephone, co-workers, supervisors, patrons, promoters, media, public, meetings
Talking	C	Telephone, co-workers, supervisors, patrons, promoters, media, public, meetings
Foot Controls	N	
Other (specify)	O	Drive city vehicle

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MACHINES, TOOLS, EQUIPMENT, AND WORK AIDS:

Video/Editing/photographic Equipment, Computer, laser or inkjet printer, copy machine, fax machine, telephone, Standard Microsoft Windows and Office software, Internet/Intranet

ENVIRONMENTAL FACTORS:

D = Daily	W = Several Times Per Week	M = Several Times Per Month	S = Seasonally	N = Never
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HEALTH AND SAFETY		ENVIRONMENTAL FACTORS		PRIMARY WORK LOCATION	
Mechanical Hazards	N	Dirt and Dust	M	Office Environment	X
Chemical Hazards	N	Extreme Temperatures	S	Warehouse	--
Electrical Hazards	N	Noise and Vibration	S	Shop	--
Fire Hazards	N	Fumes and Odors	S	Vehicle	--
Explosives	N	Wetness/Humidity	S	Outdoors	--
Communicable Diseases	N	Darkness or Poor Lighting	S	Other (see 2 below)	
Physical Danger or Abuse	N				
Other (see 1 below)	N				

- (1)
- (2)

PROTECTIVE EQUIPMENT REQUIRED:

None

NON-PHYSICAL DEMANDS:

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NON-PHYSICAL DEMANDS	
Time Pressures	O
Emergency Situations	R
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	R
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	O
Noisy/Distracting Environment	R
Other (see 3 below)	N

- (3)