



MULTIMEDIA PRODUCER

JC: HF152

PG: AFG

BU: 31 (AFSCME)

FLSA: Exempt

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

DEFINITION

Produces professional quality audio-visual materials for public information and promotional purposes; evaluates District's multimedia requirements and develops materials to meet those needs; and performs related duties as assigned.

CLASS CHARACTERISTICS

This single position classification is responsible for producing professional multimedia materials for training, documentary, informational and promotional purposes, evaluating the District's multimedia requirements and developing related materials. This class is distinguished from the Multimedia Managing Producer in that the latter manages and oversees all activities and operations of the District's multimedia productions and programs within the Department of Media and Public Affairs.

REPORTS TO

This position reports to the Chief Communications Officer or designee.

EXAMPLES OF DUTIES – *Duties may include, but are not limited to, the following:*

1. Assists with switching and live streaming video feeds for Board of Directors meetings, Board subcommittee meetings, press events, and live town hall meetings; coordinates, sets up, and troubleshoots audio/visual equipment for events.
2. Provides consultation on video productions as a videographer, time lapse photographer, lighting technician, grip, and prompter operator as needed.
3. Performs ongoing integration, customization, and maintenance of Media Asset Management (MAM) and Archival System; coordinates with MAM users to determine best policies and practices for organizing content and making it accessible and shareable across platforms.
4. Works with content creators to organize, catalog, and add metadata to the library of digital media assets; creates digital media workflows to better facilitate the needs of digital media creators.
5. Researches, analyzes, and identifies media related materials for training, documentary, informational and promotional purposes; meets with departments to assess needs for multimedia programs and productions; prepares preliminary concepts and proposals for multimedia projects; evaluates project feasibility; outlines project costs and timetables.

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6. Produces a variety of instructional, informational, and promotional multimedia programs and productions; writes detailed scripts; obtains required materials and equipment; operates specialized audio-visual equipment; creates animation and visual techniques; produces basic motion graphics animation and completes video compositing work.
7. Ingests, transcodes, and catalogs raw media assets to prepare for editing; edits and compiles finished multimedia production that includes narratives, music, and special effects; posts narratives on the internet and provides quality assurance of final product once it is published.
8. Acts as the Communication Department's primary videographer on all multimedia productions.
9. Under tight, daily deadlines, shoots and edits linear and non-linear video and prepares still and animated graphics for linear and non-linear multimedia productions of District plans, activities, and programs for the purpose of disseminating information to the news media and general public.
10. Performs major functions for interviewing story subjects (e.g., shooting video, conducting the interview, logging the finished product).
11. Utilizes a variety of professional audio-visual equipment including video recorders, slide projectors, motion picture cameras and post-production editing equipment and non-linear software.
12. Identifies external sources for audio-visual materials, equipment, services, and personnel; evaluates applicability to District media requirements.
13. Manages project production activities; prepares budget and schedules; monitors costs; maintains records and prepares reports.
14. Stays abreast of new trends and innovations in the field of audio-visual media production and development.
15. Provides staff with training and technical support; creates and updates technical documentation for the use of different equipment and software.
16. Directs staff and contractors during project tapings; coordinates outside crew, rented production equipment, and scheduling for large-scale video productions; ensures safety standards and procedures are followed.
17. Maintains and adjusts equipment; arranges for repair as required.

QUALIFICATIONS

Knowledge of:

- Methods and techniques of evaluating training, documentary, informational and promotional programs for multimedia requirements.
- Methods and techniques of video production and development including script writing and editing.

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- Operational characteristics of audio-visual production and presentation equipment and software.
- Maintenance procedures for audio-visual production and presentation equipment.
- Techniques for preparing educational and informational materials.
- Methods and techniques of storing a variety of media.
- Principles and procedures of financial record keeping and reporting.
- Principles and practices of project budgeting and management.
- Available resources including media suppliers, vendors, and contractors.
- Related Federal, State, and local codes, laws, and regulations.

Skill in:

- Developing and producing professional quality audio-visual materials.
- Identifying and assessing audio-visual requirements.
- Utilizing non-linear editing software.
- Translating customer needs into instructional and informational materials.
- Preparing written materials, including scripts, reports, and correspondence.
- Utilizing special effects including animation.
- Operating, adjusting, and maintaining equipment necessary for assigned work.
- Troubleshooting problems and resolving issues related to media production.
- Directing and coordinating diverse groups.
- Organizing and cataloging audio-visual materials.
- Working independently in the absence of supervision.
- Establishing and maintaining effective working relationships with those contacted in the course of work.
- Communicating clearly and concisely, both orally and in writing.

MINIMUM QUALIFICATIONS:

Education

A Bachelor's degree in media arts or a closely related field from an accredited college or university.

Experience

Four (4) years of (full-time equivalent) verifiable professional media production experience.

Substitution

Additional professional experience as outlined above may be substituted for the education on a year-for-year basis. A Bachelor's degree is preferred.

Other Requirements

Must be physically able to lift and carry equipment weighing up to 50 pounds.

WORKING CONDITIONS

Environmental Conditions

Office environment; field environment: travel from site to site.

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Physical Conditions

May require maintaining physical condition necessary for moderate lifting, bending, walking, standing, or sitting for prolonged periods of time.

BART EEO-1 Job Group: 3500 – Professionals
Census Code: 2825 – Public Relations Specialists
Safety Sensitive: No

CLASSIFICATION HISTORY

Created : April 19, 2006
Revised: June 2023