

CITY OF MILPITAS
ESTABLISHED: 02/02/10
EEOC: Professional
FLSA: Exempt
UNIT: Mid-Mgmt/
Confidential
PHYSICAL: 1

VIDEO MEDIA SPECIALIST

DEFINITION

Performs a variety of activities involving the production and broadcast of audio-visual programming related to City programs, services and activities through various media and performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Information Services Director. May exercise supervision over interns or assigned staff.

EXAMPLES OF DUTIES - duties may include, but are not limited to the following:

Plan, produce and edit television programs for broadcast and for use by City departments.

Produce and direct broadcast of live public meetings and other City events.

Establish and maintain broadcast media relations.

Administer franchise agreements.

Coordinate with cable and other broadcast media for the carriage of city public, educational and governmental (PEG) programming.

Operate, troubleshoot and provide technical support for video production and broadcast equipment.

Act as point of contact for all public, educational and governmental (PEG) activities.

Monitor and coordinate the daily operation of assigned program areas; perform administrative detail work and maintain appropriate records and statistics.

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Participate in special projects as assigned.

Perform related duties as assigned.

Provide staffing to assigned city commissions.

QUALIFICATIONS

Knowledge of:

Principles and techniques of video production and broadcasting.

Operation of video production and broadcast equipment, processes and techniques of television program production, particularly those commonly found in public access centers.

Principles and practices of public administration.

Customs and practices of public broadcast media

Ability to:

Work independently with minimal supervision.

Communicate clearly, concisely and effectively, both orally and in writing.

Understand and effectively communicate technical data to the media and the public.

Plan, organize and produce public, educational and government programming.

Establish and maintain cooperative working relationships with the City Council, City staff, school district staff, and access center staff, business, community and special interest groups; cable operators; and the general public.

Learn, interpret and implement applicable Federal, State and local laws and regulations related to program areas of responsibility.

Plan, develop and execute the production of video media presentations for broadcast.

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EXPERIENCE AND EDUCATION

Experience: Two years of experience in a cable access center or similar television production environment.

Education: Bachelor's degree from an accredited college or university in broadcast journalism, radio and television production, communications or a closely related field.

License

Possession and maintenance of an appropriate valid California Driver License.

Special Requirements

Essential duties require the following physical abilities and work environment:

Typically, work is performed in an office environment; exposure to outdoor elements; extensive use of the telephone, radio and multiple media equipment, repetitive keyboarding on a computer; ability to walk on uneven ground; reach (including overhead), squat, bend, lift, crawl and climb; push, pull, and carry up to 50 pounds; drive to various locations within and outside the City of Milpitas; ability to work safely is essential; may be required to crawl in confined spaces.

Incumbents must be able to travel to various locations within and outside of the City of Milpitas to fulfill job responsibilities. When driving on City business, maintenance of a valid California driver's license and a satisfactory driving record is required.

Approved:

City Manager

Date

Human Resources Director

Date