

VIDEO PRODUCER

JOB DESCRIPTION

Classification Responsibilities: A Video Producer is responsible for developing, writing, and producing a variety of complex video productions. Duties include: writing scripts for video programs and public service announcements; researching information; editing video; planning staffing, equipment, and materials for video programs, productions, or events; directing video shoots; conducting on-camera interviews and hosting presentations; operating a variety of audio/video equipment such as broadcast video camera, audio board, linear and non-linear editors, lighting and gripping equipment, and microphones; and creating graphics. The class is also responsible for maintaining an audio-visual library, which includes equipment, tapes, slides, and video programs. This class performs related duties as required.

Distinguishing Features: Supervision is received from a Deputy Chief who reviews work through meetings, periodic conferences, and results achieved. Duties require some evening and weekend work to shoot and direct special events and meetings. This class is FLSA exempt-administrative.

QUALIFICATIONS

Employee Values: All employees of the City of Mesa are expected to uphold and exhibit the City's shared employee values of Knowledge, Respect, and Integrity.

Minimum Qualifications Required. Any combination of training, education, and experience equivalent to graduation from an accredited college or university with a Bachelor's Degree in Broadcast Communications, Television Production, Mass Communications, or related field. Good (1 - 3 years) video production experience including pre-production, production, and post-production activities. Good (1 - 3 years) experience with a personnel computer (PC), Macintosh computer, and software applications (example: Final Cut [latest upgrades] Premier, Prezi, PhotoShop, Illustrator, After Effects, Protools). Comfortable presenting in front of a camera.

Special Requirements. Must possess a valid Arizona Driver's License by hire date.

Substance Abuse Testing. None.

Preferred/Desirable Qualifications. None.

ESSENTIAL FUNCTIONS

Communication: Communicates with City employees, vendors, management, contractors, and public officials to produce and direct videotaped programs. Writes and edits material for videotape programs.

Manual/Physical: Operates video equipment and instruments to ensure both aesthetic and technical production quality. Operates audio equipment and monitors signals to ensure quality sound. Sets up and adjusts cameras, lighting equipment, microphones, and other audio/video for taping sessions. Locates and secures locations for project production including obtaining information regarding power

consumption, traffic safety, and audio acoustics. Operates a motor vehicle requiring a standard Arizona Driver's License to transport equipment for meetings, shoots, etc. Schedules free-lance personnel for required projects. Lifts heavy video equipment weighing over 50 pounds using a cart or other aid to assist. Coordinates casting and shooting schedules. Edits raw audio and video footage to produce a final master videotape. Assembles and establishes continuity of scenes, indicating video and audio cues for camera shots, performers, sound effects, and background music. Produces various public service announcements including providing voice narrations and background music. Duplicates and distributes existing audio and videotape programs to appropriate parties. Meets scheduling and attendance requirements.

Mental: Prioritizes multiple projects to meet required deadlines. Directs the work of interns and free-lance personnel. Coordinates work with other City departments. Acquires knowledge and keeps abreast of new technology through seminars, trade journals, and professional organizations.

Knowledge and Abilities:

Knowledge of:

industry and Federal Communications Commission (FCC) quality standards;
methods and practices of researching, composing, and editing material;
equipment and techniques used in creating video productions;
cable television production processes;
application and production of videotape presentations;
script writing techniques; and
current developments in video production techniques, equipment, and quality standards.

Ability to:

make on-the-spot technical and creative decisions during the taping process;
use a personal computer to edit videotape and create graphics;
follow appropriate safety procedures and practices; and
establish and maintain effective working relationships.

The duties listed above are intended only as general illustrations of the various types of work that may be performed. Specific statements of duties not included does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Job descriptions are subject to change by the City as the needs of the City and requirements of the job change.

Revised 4/19

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EEO-Prof

JOB FCTN-ADM

INCREMENTS 48-200

PAY GRADE: 49

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