

## **PUBLIC INFORMATION & COMMUNICATIONS SPECIALIST II/VIDEO PRODUCER**

### **JOB DESCRIPTION**

**Classification Responsibilities:** A Public Information & Communications Specialist II/Video Producer is a journey-level, professional classification that reports to the Public Information & Communications Director or a Public Information & Communications Coordinator and is responsible for developing, coordinating, and implementing a public relations, marketing, and/or education program for assigned departments or divisions and is responsible for developing, writing, and producing a variety of complex video productions. A Public Information & Communications Specialist II/Video Producer is responsible for serving as an information resource to a variety of people such as: citizens, contractors, architects, developers, business owners and their employees, news media, and community groups regarding an assigned area. Functions of this classification may include, but are not limited to, public relations, media relations, education, and marketing. Specific job duties may include: handling electronic and print media activities, press releases, and advertising; meeting with interested parties to market City programs and services; writing articles for publication; graphic design which includes planning, developing, and implementing a variety of information for programs or materials for use by employees and the general public; developing public education programs and materials for a variety of audiences; and attending neighborhood meetings, community events, school groups, church groups, club meetings, writing scripts for video programs and public service announcements; editing video; planning staffing, equipment, and materials for video programs, productions, or events; directing video shoots; 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, etc. A Public Information & Communications Specialist II/Video Producer may also be responsible for maintaining the department/division website which includes developing and producing information using web technology; writing and designing pages for the website to keep it up-to-date, interesting, and interactive; and maintaining the website content to City specifications and design standards; and the audio-visual library which includes equipment, tapes, slides, and video programs. Certain positions may have lead responsibilities for a project or team. Responsibilities may also include supervision of clerical or paraprofessional classes. Employees in this class may perform any combination of public relations, media relations, education, and marketing duties as assigned. This class performs related duties as required.

**Distinguishing Features:** A significant element of work involves public contact of a specialized nature, which requires patience, tact, and persuasion in dealing with citizens, news media, representatives, and businesspersons who are affected by City programs or projects. Duties require some evening and weekend work to shoot and direct special events and meetings. This class is FLSA exempt-administrative.

### **QUALIFICATIONS**

**Minimum Qualification(s) Required.** Any combination of training, education, and experience equivalent to graduation from an accredited college or university with a Bachelor's Degree in Public Relations, Communications, Marketing, Journalism, or closely related field. Considerable (3 - 5 years) full-time experience involving public information, public relations, media relations, marketing, communications, with one year of video production experience including pre-production, production, and post-production activities.

**Special Requirement(s).** Must possess a valid Arizona Driver's License by hire date.

**Substance Abuse Testing.** None

**Preferred/Desirable Qualification(s).** Experience with desktop publishing and HyperText Markup Language (HTML) is preferred by assignment.

## **ESSENTIAL FUNCTIONS**

One position may not include all of the essential functions, knowledge and abilities listed, nor do the listed examples include all the knowledge and abilities which may be found in positions of this classification.

**Communication:** Serves as the City's liaison to business establishments, citizens, news media, and community groups regarding assigned area. Responds to citizens, news media, etc., seeking information regarding assigned area. Designs, writes, and edits a variety of printed material including: brochures, flyers, newsletters, press releases, reports, community notification letters, program policies, training curriculum, proposals, and other marketing and promotional materials in order to provide assigned area information. Communicates with City employees, vendors, management, contractors, and public officials to produce and direct videotaped programs. Writes and edits material for videotape programs. Prepares written correspondence for the Mayor, City Manager, and other management personnel regarding assigned area issues and situations. Prepares and delivers effective oral presentations.

**Manual/Physical:** Operates a motor vehicle requiring a standard Arizona Driver's License to travel to various locations to give presentations and attend meetings and to transport video equipment and instruments for shoots, etc. Operates a variety of standard office equipment including: a personal computer (PC), calculator, facsimile machine, copier, and voice mail. Operates various audiovisual (AV) equipment, such as: videocassette recorders, film projectors, tape recorders, slide projectors, and screens for presentations. 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. Enters data or information into a PC. Prepares and updates schedules, graphs, charts, or props for displays and presentations. Prepares boxes/bundles of forms, mail, pamphlets, and newsletters for distribution and mailing. Moves equipment and materials using a handcart/dolly. Lifts heavy video equipment weighing over 50 pounds using a cart or other aid to assist. Carries objects such as projectors and screens for distances up to 100 feet or more. Sets up and/or removes folding tables and chairs for classroom settings and various events. Stands for extended periods of time to make presentations. Monitors inventory, and orders or purchases supplies as needed. Acts as custodian for all special public event/education equipment, and requests maintenance as needed. Shoots photographs for assigned area publications and archives. Operates/uses desktop publishing to provide design services. Meets scheduling and attendance requirements.

**Mental:** Identifies and responds to public and City Council issues and concerns. Creates, designs, and implements public awareness campaigns for assigned special assignments. Develops and produces publications for the general public. Directs the work of interns and free-lance personnel. Develops AV materials including: slide shows, videotape programs, and photographic displays. Helps organize community services projects. Coordinates work activities, program functions, and special events with other City departments, cities, and agencies. Comprehends and makes inferences from written material

(i.e., reports and statistics) to provide information to the public or to evaluate the effectiveness of a program. Performs mathematical and statistical computations for statistical reports and cost analyses for assigned activities. Develops design layouts for promotion and marketing materials. Learns job related material regarding computer applications and industry updates related to areas of responsibility. Prioritizes multiple projects, meets required deadlines, and handles more than one project simultaneously.

**Knowledge/Skills/Abilities:**

Knowledge of:

the general theories and complex principles and practices of public relations, public information, marketing, and basic communication techniques;  
advertising and publicity techniques and practices;  
printing techniques and style guidelines for writing press releases and publications;  
techniques of publication preparation, and design of brochures, displays, and visual aids;  
English language usage and terminology used by various media;  
HTML and website production;  
Industry and Federal Communications (FCC) quality standards;  
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  
project management, and research methods and techniques; and  
principles and practices of composing and editing informational material.

Skill in:

effectively communicating with the general public;  
making oral presentations;  
organizing a program or major event; and  
producing graphic designs, brochures, and other materials for training programs or public presentations.

Ability to:

establish and maintain effective working relationships with coworkers, City management, business owners, contractors, media personnel, citizens, and the general public;  
develop marketing and promotional materials;  
write creatively to ensure audience interest;  
present information clearly and in an interesting manner, both verbally and in writing to various audiences;  
work with other City divisions and departments as needed to complement outreach programs of various departments;  
develop educational materials for a variety of audiences (i.e., pamphlets, posters, coloring books, public service announcements, etc.);  
attend neighborhood meetings, community events, school groups, church groups, etc., to promote assigned area of responsibility;

provide expertise/consultation on joint projects outside the City of Mesa with other municipalities, national organizations, and associations;  
oversee the division website;  
interact tactfully and courteously with the public;  
identify and respond to public and City Council issues and concerns;  
operate computerized informational databases for tracking programs and related information;  
use a personal computer to edit videotape and create graphics;  
keep accurate records and prepare reports; and  
effectively handle comments and feedback for the public.

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 8/15

TO/vl

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EEO-Prof

NDOT SAFETY-No

NDOT RANDOM-No

DOT SAFETY-No

RESP-No

JOB FCTN-ADM

INCREMENTS 49-200

PAY GRADE: 51

SECURITY-No

CDL-No

IND-9410

SWORN-No