

Jurisdiction Class: Competitive
EEO Classification: Technicians
Revised: 02/04/2022

VIDEO PRODUCTION TECHNICIAN

DISTINGUISHING FEATURES OF THE CLASS: This position involves responsibility for the operation of a video production service. This service will make it possible for school districts to obtain high quality informational videos to be used for communication and/or instructional purposes. The service includes pre-production (client planning meetings, scripting), production (videotaping), and post-production (editing, duplication) functions. The work is performed under the general direction of the Communications Supervisor with liberal leeway provided for use of independent judgement. The incumbent does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative Only)

Has start-to-finish responsibility for assisting school districts in producing informational videos;

Meets with clients to help plan videos, including determining focus, length, content and direction;

Creates storyboards in preparation for actual videotaping;

Assists as requested in scripting;

Secures photo releases, narration services, location releases, and other related requirements as requested;

Schedules all taping and editing;

Transports and operates all camera, lighting and sound equipment;

Performs all editing and other post-production work;

Works closely with design team to maintain brand consistency;

Finalizes videos for output and makes them available in a variety of outputs;

Makes copies and supervises distribution of finished products;

Maintains and makes minor repair to cameras, lights, decks and other related equipment;

Confers with communications supervisor on lease/purchase of equipment;

Researches and stays current with technological advances in the field;

Collaborates with creative and public relations/marketing team on planning, development, and execution of videos and anticipate communication needs;

Works with digital cameras, both video and still, lighting systems, microphones, tripods, adobe or other editing software and all related audio, video and other electronic equipment;

Shoots and edits photography for public relations, marketing, and social media;

Add to and manage digital asset system.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL

CHARACTERISTICS: Good knowledge of video production; working knowledge of artistic and directorial skills; good writing skills; good knowledge of electronic and related computer equipment; ability to set up and operate digital cameras, both video and still, lighting systems, microphones, tripods, adobe or other editing software and all related audio, video and other electronic equipment; ability to work independently; ability to work well with others.

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MINIMUM QUALIFICATIONS: Either:

- (A) Graduation from a regionally accredited or NYS registered college or university with a Bachelor Degree in video production, television production or a closely related field **AND** one (1) year of video or television production experience; **OR**
- (B) Graduation from a regionally accredited or NYS registered college or university with an Associate Degree in video production, television production or a closely related field **AND** three (3) years of video or television production experience; **OR**
- (C) Graduation from high school or possession of a high school equivalency diploma **AND** five (5) years of video or television production experience.

NOTES:

- 1. Internship experience earned through a Bachelor Degree or an Associate Degree in video production, television production or a closely related field will be accepted.
- 2. Verifiable part-time experience will be pro-rated toward meeting full-time requirements.

Adopted: 03/16/1994

Revised: 11/03/1997; 02/04/2022.