

## **SENIOR VIDEO PRODUCTION SPECIALIST**

**DISTINGUISHING FEATURES OF THE CLASS:** An employee in this class is responsible for contributing to the development and production of video programs to support the marketing needs of agency and component district clients of the Ulster County BOCES Community Relations Service. The incumbent is involved in leading pre-production, production and post-production activities including planning, set preparation, videotaping, producing, directing and editing, as well as providing direction to video production staff and consultants. The incumbent is also responsible for scheduling work of team members, mentoring and training, managing project timelines, quality control and client satisfaction. Work is performed under the general direction of a higher-level designated employee with significant leeway allowed for the exercise of independent judgment and initiative in work methods. Does related work as required.

**TYPICAL WORK ACTIVITIES:** The typical work activities listed below, while providing representative examples of the variety of work assignments in the title, do not describe any individual position. Incumbents in this title may perform some or all of the following, as well as other related activities not described.

Coordinates the assignment of creative projects to video production team, ensures they are adhering to required schedules and reviews their work prior to final approval level;

Guides, monitors, motivates and leads an assigned team to complete projects;

Coordinates the day-to-day activities of the team and delegates tasks;

Acts as client liaison to ensure customer satisfaction;

Plans, produces, directs, edits and coordinates the development of video projects to support the informational needs of clients;

Schedules rehearsals and shoots, scouts suitable locations and prepares set graphics;

Consults with clients to identify and clarify communications concepts, scope, theme, audio and visual elements, timeline, and priorities;

Writes and composes proposals, scripts and storyboards and reviews with clients to develop appropriate project approach;

Coordinates the technical setup of shoots;

Coordinates post-production activities including scene selection, music selection and scoring, editing, utilizing graphics and special effects, media conversion and duplication;

Coordinates closed captioning of videos for publication on various platforms;

Writes and reviews content to accompany finished videos on social media and other channels;

Tracks and accounts for project expenditures and submits reports as required;

Researches and makes purchase recommendations for video production and post-production equipment and software;

Maintains files, videos and records;

Disseminates information through written and oral reports and social media;

Attends various educational events and activities for the purpose of gathering video footage for newscasts or information and photographs for print use;

Shoots still photography as needed;

Writes press releases as needed.

**FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:**

Good knowledge of the principles, practices and techniques used in video production; good knowledge of the operation of professional audio and video software equipment; ability to account for project expenditures; ability to lead others and delegate tasks; ability to manage projects; ability to coordinate post-production activities; ability to communicate effectively, both orally and in writing; ability to work independently and creatively; ability to work within tight deadlines; ability to work well with others; ability to plan vendor and work schedules; detail-orientated; good organizational skills; good judgment; initiative; resourcefulness; tact.

**MINIMUM QUALIFICATIONS:** Either:

A. Possession of a Bachelor's Degree in Video Production, Television Production, or a closely related field and two (2) years of full-time or its part-time equivalent experience in television, film or video production which includes experience in broadcast journalism; **OR**

B. Possession of an Associate's Degree in Video Production, Television Production, or a closely related field and four (4) years of full-time experience or its' part-time equivalent, in television, film or video production which includes experience in broadcast journalism; **OR**

C. Graduation from high school or possession of a high school equivalency diploma and six (6) years of full-time experience, or its' part-time equivalent, television, film or video production which includes experience in broadcast journalism; **OR**

D. An equivalent combination of training and experience as described in A, B and C above.

**Note:** Your degree or college credits must have been awarded or earned by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree was awarded by an educational institution outside the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the Internet at <http://www.cs.ny.gov/jobseeker/degrees.cfm>. You must pay the required evaluation fee.

**Special Requirement:** Possession of a valid New York State driver's license appropriate to the vehicles operated or otherwise demonstrates the ability to meet the transportation needs of the job.

ULSTER COUNTY  
6651 SR VP SPEC  
Classification: Competitive  
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Adopted: September 9, 2022