

VIDEO PRODUCTION SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: An employee in this class is responsible for coordinating 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 pre-production, production and post-production activities including planning, set preparation, videotaping, producing, directing and editing. The incumbent is also responsible for tracking and accounting for project expenditures. Work is performed under the general supervision of the Community Relations Coordinator or another higher-level designated employee with considerable leeway allowed for the exercise of independent judgment and initiative in carrying out the details of the work. Supervision is not usually a function of this class. 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.

Plans, produces, directs, edits and coordinates the development of video programs to support the marketing 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;

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

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

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

Meets with clients to evaluate the effectiveness of finished products;

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 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 one (1) year 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 three (3) 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 five (5) 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.

ULSTER COUNTY
7515 VID PRD SP
Classification: Competitive
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