



**CLASSIFICATION SERIES:**

N/A

**BARGAINING UNIT:**

ACE

**Audio Visual Production Specialist**

**SERIES PURPOSE:** The purpose of the Audio Visual Production Specialist occupation is to operate audio/visual and related equipment to provide advanced level photography and videography services.

**CLASS CONCEPT:** The class works under general direction with a low level of intervention on the part of the supervisor and requires thorough knowledge of audio/visual communication techniques, programming and production and audio visual equipment operations in order to plan, direct, develop, and produce audio/visual productions, operate audio/visual equipment, and coordinate all production activities.

Incumbents take photographs, produce and direct audio/visual projects and coordinate equipment and operate audio/visual and related equipment to produce programming for marketing, training, educational, or informational purposes.

**JOB DUTIES:** Incumbents may perform some or all of these duties or other job-related duties as assigned.

Manages video and photographic production activities; develops video and photographic projects; advises staff on production of video and photographic products to announce new programs or services; consults with university departments and external constituents on photo and video production activities; develops and implements policies and procedures for video productions; supervises projects and provides technical and creative advice to production staff.

Produces video and photographic productions; consults with university design staff to create graphics and animations for advanced technological photographic and video productions; ensures timely delivery of video and photographic projects and ensures completion of project within allotted budget; records and/or oversees recording of broadcast quality video; identifies and scouts locations for photo and video productions; designs necessary lighting set-ups; oversees audio requirements; obtains necessary model releases; ensures editing of video and photography via utilizing software; prioritizes work assignments.

Maintains video and photography library; identifies production houses and other vendors to provide production and post production services for completion of projects; oversees equipment inventory and maintenance schedule; provides university clients with recommendations and referrals for services not

available in house; coordinates charge-back system for department billing; prepares video project estimates; develops and maintains equipment replacement/repair schedule.

Attends seminars/training; evaluates quality and creativity of video productions and makes recommendations for improvement; prepares and monitors production budget; responds to customer requests and explains technical capabilities of proposed and/or completed projects.

**OTHER FUNCTIONS AND RESPONSIBILITIES:** Assists with training new hires.

Performs any and all other duties assigned and/or required that are within the level of responsibility for this classification at the discretion of the supervisor.

**KNOWLEDGE, SKILLS, AND ABILITIES:**

Knowledge of: copyright regulations and privacy laws; communication and electronic equipment operation and maintenance; audio/visual programming production; Adobe suite; editing tools; DSLR cameras; lighting for photo and video; studio setup; standard television and web video publishing requirements; public relations; budgeting\*; inventory control\*.

Skill in: operation of audio/visual and related equipment, tools, and supplies; digital imaging technology, techniques, methods, and formats.

Ability to: adjust focus, identify and distinguish between colors, judge distance and spatial relationships; work with strict deadlines, providing fast turnaround; define problems, collect data, establish facts, and draw valid conclusions; use proper research methods in gathering data; establish a friendly atmosphere as the coordinator of electronic communications.

(\*)Developed after employment.

**MINIMUM QUALIFICATIONS:** High School Diploma or GED; five years' experience in planning, directing, developing, and producing audio/visual productions; or Associate Degree and three years' experience in planning, directing, developing, and producing audio/visual productions.

**REQUIRED CERTIFICATIONS, TRAINING, AND/OR LICENSURES:** None

**PHYSICAL REQUIREMENTS:** In accordance with the U.S. Department of Labor physical demands strength ratings, this position will perform sedentary work.

**SEDENTARY:** work involves exerting up to 10 pounds of force occasionally or a negligible amount of force frequently to lift, carry, push, pull, or otherwise move objects, including the human body. Sedentary work involves sitting most of the time, but may involve walking or standing for brief periods of time. Jobs may be defined as Sedentary when walking and standing are required only occasionally and all other Sedentary criteria are met.

**UNUSUAL WORKING CONDITIONS:** Not applicable