

CLASS SPECIFICATION FOR
Media Manager

GENERAL STATEMENT OF DUTIES: Oversees and manages the planning, design, development and provision of professional videography production services for County agencies and staff; does related work as required.

DISTINGUISHING FEATURES OF THE CLASS: An employee in this class is responsible for the design, management and maintenance of the County's audio-visual/telecommunications program. The incumbent develops and implements a system for the effective use of the County's telecommunications capabilities and coordinates television production activities in the studio and on location, to include the making of training and informational videos, coverage of media events and teleconferences. The employee provides technical support to employees and departments/agencies in the use and utilization of County audio/visual and telecommunications equipment and assures quality control and appropriateness of all production. The incumbent provides direct supervision and policy/technical direction to the Media Specialist and receives policy direction and guidance and general supervision from the Deputy Director of General Services/Communications.

EXAMPLES OF WORK (illustrative only):

- Supervises media set construction;
- Performs videotape editing, script writing and minor equipment maintenance and repair;
- Coordinates the use and maintenance of videotaping, audio/visual and other telecommunications equipment;
- Assists with long-range planning for telecommunications/television delivery systems;
- Works with County training staffs and administrative personnel in the production of live and videotaped television programs;
- Supervises and evaluates Media Specialist and other assigned staff;
- Operates audio/visual and telecommunications equipment in Board Room, County Manager's conference room and the County's training facility;
- Performs graphic design and media layout using computer software applications;
- Sets up lighting for productions;
- Packs, carries and/or moves video production/presentation equipment as required;
- Provides technical guidance and direction to County agencies on their media needs and use of County audio/visual and telecommunications equipment and systems;
- Attends regularly scheduled and after-hours meetings of Board of Supervisors, Planning Commission and other boards and commissions as directed, setting up and monitoring equipment and systems and providing on-site adjustments and repairs;
- Performs long-range forecasting and planning for audio/visual needs and television delivery systems;
- Develops and implements a preventive maintenance program for all assigned equipment;
- Maintains detailed and accurate records on equipment, its purchase, use and repair;
- Researches equipment and system needs and writes technical reports and proposals as directed and as needed;
- Coordinates the set-up and process of teleconferences;
- Assists in preparation and monitoring of budget;
- Establishes and ensures procedures for equipment and studio use and scheduling;
- Completes special projects as assigned;
- Performs related work as assigned.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES: Considerable knowledge of the generally accepted principles and practices of the telecommunications field; proven television production and direction skills; ability to effectively coordinate activities with multiple agencies; creative skill; good research skills; good writing skill; skill in

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the use of a personal computer and knowledge of and familiarity with commonly used media-graphic and business software; proven writing- and videotape-editing skills; ability to work independently, with minimal supervision; proven customer relations skills and the ability to establish and maintain effective and cooperative working relationships with other employees and representatives of County departments and agencies; ability to follow a project from start to finish; accuracy; ability to deal effectively with the public; ability to keep accurate and detailed records and files; good organizational skills; good knowledge of supervisory practices and the ability to supervise and delegate effectively; good knowledge of budgeting principles and practices and the ability to develop and monitor a budget; physical condition that permits activities including, but not limited to, light to moderate lifting, stooping, kneeling, climbing ladders, carrying, driving and working under adverse temperatures and/or weather conditions.

MINIMUM EDUCATION AND EXPERIENCE: Possession of a bachelor's degree in communications or a directly related field and four (4) years of related television production/direction and telecommunications work experience, including one (1) year of supervisory experience; **OR**, any equivalent combination of experience and training which provides the required knowledge, skills and abilities.

ADDITIONAL REQUIREMENT: Possession of a valid driver's license issued by the State of Virginia.

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Revised 02/04/03
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This is a class specification and not an individualized job description. A class specification defines the general character and scope of duties and responsibilities of all positions in a job classification, but it is not intended to describe and does not necessarily list the essential job functions for a given position in a classification.