



## PERSONNEL COMMISSION

Class Code: 5304  
Salary Range: 40 (M2)

### MEDIA TECHNOLOGY AND INTEGRATIONS MANAGER

#### JOB SUMMARY

Under general direction, plan, organize and manage the daily activities and operations of the District's Marketing and Media Services department including educational content creation, hardware and software support, and technical assistance for media productions in video, audio, graphic and live-stream formats; direct a wide variety of studio, field and live event productions; supervise and evaluate the performance of assigned staff; perform related duties as assigned.

#### EXAMPLES OF DUTIES

*The classification specification does not describe all duties performed by all incumbents within the class. This summary provides examples of typical tasks performed in this classification.*

- Plan, organize and manage the daily activities and operations of the District's Marketing and Media Services department including educational content creation, hardware and software support, and technical assistance for media productions in video, audio, graphic and live-stream formats. **E**
- Supervise and evaluate the performance of assigned staff; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions. **E**
- Create, produce, direct and edit educational, instructional and informational videos, livestreams, podcasts, and other multimedia productions which augment the District's brand, educational content, and professional development as an effective communication medium. **E**
- Receive project requests; assess project requirements and estimate completion dates; track deliverables and manage requests and schedules through the phases of production. **E**
- Collaborate with District staff and administrators to develop effective video, audio and graphic communications; consult with clients to ascertain production needs, goals, budgetary requirements and target audiences; assure appropriateness of content; edit scripts; preview and approve final productions. **E**
- Schedule, coordinate, produce and manage studio, field and live event productions; determine client needs and location; coordinate and oversee pre-production meetings with clients and production staff. **E**

- Plan, oversee and assure production timelines align with deadlines; collaborate with assigned staff to meet deadlines; troubleshoot potential issues in the production process. ***E***
- Direct a wide variety of studio, field and live event productions including simulcasting in different languages, live switching cameras and audio, running lower thirds, and assuring smooth and seamless operation between channels and streams. ***E***
- Direct multi- and single-camera video productions; oversee and participate in the setup of cameras, lighting, microphones and equipment; drive a District vehicle to conduct work. ***E***
- Coordinate resources and equipment to support an efficient production/livestream pipeline; oversee the planning, setup, and breakdown of production and live stream equipment for District events, programs and podcasts. ***E***
- Participate in resolving, and escalating complex service issues; serve as a resource to support live streaming and various computer technologies; provide technical assistance to users; identify and resolve issues with audio and video systems. ***E***
- Oversee and manage the podcasting production process including meeting with clients through scriptwriting, recording, mixing, and publishing; assist in building and shaping an expanding portfolio of podcasts within the department. ***E***
- Develop, implement, and oversee visual standards and practices for District media; review and provide ongoing, timely feedback on the technical and visual quality of media assets throughout all phases of production. ***E***
- Communicate with District administrators, personnel, vendors and other outside organizations to coordinate activities and productions, resolve issues and exchange information. ***E***
- Participate in the maintenance of the department's equipment inventory check-out system and the development of media distribution workflow standards and practices. ***E***
- Develop and implement standards for archiving media using appropriate codecs and the management of a variety of media production storage systems. ***E***
- Research and develop purchase recommendations for new technologies and design equipment systems; prepare recommendations to improve operational effectiveness and minimize costs. ***E***
- Prepare or direct the preparation and maintenance of a variety of reports, records and files related to assigned activities; operate a computer and assigned software. ***E***
- Attend and participate in meetings, conferences and seminars related to assigned activities to maintain current knowledge of advances in the field. ***E***
- Conduct trainings for staff, students and others in the operation of media production equipment and related systems. ***E***
- Perform related duties as assigned.

*Note: At the end of some of the duty statements there is an italicized "E" which identifies essential duties required of the classification. This is strictly for use in compliance with the Americans with Disabilities Act.*

### **DISTINGUISHING CHARACTERISTICS**

The Media Technology and Integrations Manager provides day-to-day management and support for the Marketing and Media Services production specialists and staff. The

incumbent, under the direction of the department administrator, has primary responsibility for creating and coordinating productions with District administration, teachers and staff. Primary responsibility involves coordinating resources, equipment, and elements to support an efficient and smooth video production/livestream process. The incumbent has contact with all levels of District staff and must possess excellent oral and interpersonal communication skills.

### **EMPLOYMENT STANDARDS**

#### **Knowledge of:**

Hardware, software and equipment used in digital media production in video, audio, graphic and live-stream formats.

Video and social media content creation.

Creative videography techniques.

Creative video editing techniques and operation of non-linear editing software.

Operation of a computer and assigned software.

Computer repair and troubleshooting techniques.

Principles and practices of supervision and training.

Applicable laws, codes, rules and regulations related to assigned activities.

Record-keeping and report preparation techniques.

Health and safety practices related to the operation of audio, video, lighting and other technical production equipment in the studio and field.

Interpersonal skills using, tact, patience and courtesy.

Oral and written communication skills.

Proper methods of storing equipment, materials and supplies.

#### **Ability to:**

Create, write, produce, direct and edit educational video content, livestreams, podcasts, and other multimedia productions.

Direct multi- and single-camera video productions in the studio and on location.

Consult with clients to ascertain production needs, goals, budgetary requirements, and target audiences.

Operate a variety of audio, video, lighting and technical production equipment.

Oversee and perform creative editing of video productions on non-linear editing software.

Supervise and evaluate the performance of assigned staff.

Observe health and safety regulations related to assigned activities.

Operate a variety of office equipment including a computer and assigned software.

Prepare or direct the preparation and maintenance of a variety of reports, records and files related to assigned activities.

Complete work with many interruptions.

Establish and maintain cooperative and effective working relationships with others.

Maintain current knowledge of technological advances in the field.

Communicate effectively both orally and in writing.

Analyze situations accurately and adopt an effective course of action.  
Plan and organize work.  
Meet schedules and timelines.

**Education and Training:**

Bachelor's degree in film or video production or a closely related field.

**Experience:**

Three years of supervisory or management experience in digital film or video production, editing, audiovisual or live event production.

Any other combination of education, training and experience, which demonstrates that the applicant is likely to possess the required skills, knowledge or abilities, may be considered.

**SPECIAL REQUIREMENTS**

Positions in this classification require the use of a personal automobile and possession of a valid California Class C driver's license.

Applicants for this classification will be required to obtain and submit, at his/her own expense, his/her current motor vehicle driving record at the time of appointment. The record must meet and be maintained at the District's safe driving standard. Failure to meet this requirement will result in the disqualification and/or rejection of the applicant regardless of any other standing.

**WORKING ENVIRONMENT**

Studio and office environment.  
Working outdoors on location and at heights.  
Driving a vehicle to conduct work.  
Evening or variable hours.

**PHYSICAL DEMANDS**

Sitting or standing for extended periods of time.  
Hearing and speaking to exchange information in person or on the telephone.  
Dexterity of hands and fingers to operate a computer and specialized equipment.  
Seeing to read a variety of materials and view productions.  
Lifting, carrying, pushing or pulling heavy items weighing up to 50lbs.  
Reaching overhead, above the shoulders and horizontally.  
Climbing ladders or scaffolding.  
Bending at the waist, kneeling or crouching.  
Walking over rough or uneven surfaces.

*AMERICANS WITH DISABILITIES ACT*

Persons with certain disabilities may be capable of performing the essential duties of this class with or without reasonable accommodation, depending on the nature of the disability.

**APPOINTMENT**

In accordance with Education Code Section 45301, an employee appointed to this class must serve a probationary period of one year during which time an employee must demonstrate at least an overall satisfactory performance. Failure to do so shall result in the employee's termination.

PCA: 5/19/2022