



CITY OF BANNING, CALIFORNIA

Multimedia Specialist

Job Code: 1415

Grade: 60

FLSA ☐ Exempt ☒ Non-Exempt

JOB DEFINITION: Under general direction, performs a variety of responsible, professional and technical support duties related to the operation and maintenance of City-wide multimedia systems, including production of video programming, educational exhibits and broadcasting of City meetings. Creates audio and visual materials for use in staff training, social media platforms and the City's website; provides highly responsible support to the Public Information Officer.

Employees at this level receive only occasional instruction or assistance as new or unusual situations arise, and are fully aware of the operating procedures and policies of the work unit. This position shall respond to requests for assistance from system users and resolve operations problems; troubleshoot, analyze and resolve complex systems and application problems; and perform various diagnostic testing and maintenance on system hardware.

ESSENTIAL FUNCTIONS: *The following duties **ARE NOT** intended to serve as a comprehensive list of all duties performed by all employees in this classification. Shown are duties intended to provide a representative summary of the major duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.*

REPRESENTATIVE DUTIES:

- Provides a variety of technical information technology support and related services to City of Banning employees and related information technology systems/network.
- Operates a variety of video, audio and lighting equipment for broadcasting and online distribution of regularly scheduled meetings of the City Council, Planning Commission and other commissions as well as community meetings, special events, and specially scheduled meetings on a year-round basis.
- Works with the Public Information Officer and other City departments to coordinate, produce and manage video and multimedia productions for web, broadcast and social media use with both internal and external audiences from program conception to final product.
- Provides customer service to City staff and officials by answering questions, addressing problems, providing technical guidance for their presentations and training staff in use and benefits of media systems; coordinates agency requests for video media services.
- Performs technical and professional work in the preparation of video production; prepares script material, project briefs, storyboards and production plans; supervises filming on location; performs still photography, film and tape editing, sound recording and mixing.
- Trains City staff to update elements of the website as well as conduct basic and complex website updates as needed.
- Performs basic installation, maintenance and engineering of video equipment, including cameras, an integrated production/broadcast system, analog and non-linear editing systems, lighting and sound systems.
- Participates in emergency planning, preparation, and response for live content feeds.
- Edits and publishes videos.
- Makes recommendations and coordinates the purchase and installation of new video, audio or other multimedia equipment; maintains purchasing records.
- Checks condition and maintenance of equipment; identifies and troubleshoots AV equipment problems and malfunctions; repairs or secures vendor assistance and maintains appropriate records.
- Maintains inventory of media resource and equipment library; schedules use of films, tapes and equipment; instructs other users on operation of equipment.
- Prepares status reports on programming and other activities.

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- Operates and maintains computers used to control multi-media devices and a variety of video playback systems.
- Maintains the City of Banning YouTube channel.
- Researches new technological advances; recommends changes and new strategies to improve and increase effectiveness and reach.
- Cross-trains with Public Information Officer on time sensitive and critical tasks on a regular basis.
- Performs related duties as assigned.

KNOWLEDGE and SKILLS:

- Significant technical and aesthetic aspects of multimedia production, from concept development to post-production, including video shooting, motion graphics, video editing, lighting, audio recording, audio dubbing and compression, under deadlines.
- Presentation of multimedia material on the Web and social media environment with detailed knowledge of video production and functional knowledge of web posting, social media dynamics, new media analytics, basic design and marketing. Video production and post-production processing; file conversion for web, DVD, Mac and Windows platforms.
- Operation of DSLR cameras for photos and video recording.
- Audio/Visual equipment, operation, and troubleshooting.
- Word processing and basic desktop applications. Working knowledge of Adobe Creative Suite and Windows operating systems.
- Broadcasting equipment, including Leightronix.
- Understanding of functions and limitations of YouTube, Viebit, Vimeo, Slideshare, Instagram and other third party media delivery tools.
- Time management skills to handle multiple projects under tight deadlines.
- Strong writing and editing skills that include close attention to proper spelling, grammar, and use of language and a commitment to detail that ensures the accuracy of all products released.
- Strong interpersonal communication and creative skills to work effectively with a variety of people and the skills to resolve problems as they arise.
- Customer service principles and Public Relations techniques.

ABILITY TO:

- Work occasional evening, weekend and holiday events as required.
- Attend all City Council, Parks and Recreation, and Planning Commission meetings (approximately 4 evening meetings per month).
- Attend Banning Unified School District Board meeting (approximately 1 per month)
- Be available for emergency situations for live content feeds.
- Perform technical support duties in the operation and maintenance of City-wide multi-media systems. Operate multimedia recording, lighting, editing and production equipment.
- Edit photographic images, video and multimedia products for optimal downloading and display in web browsers and broadcast media.
- Understand operations, obey safety rules, and analyze problem systems and equipment.
- Manage live event direction, and equipment operation, including video switchers and audio boards.
- See the full color spectrum of light and visually color-correct images with a high degree of accuracy.
- Accurately record and edit sound and effectively integrate sound into multimedia products.
- Remain flexible in an environment with changing priorities, deadlines and schedules.
- Work effectively within City web, graphic design, and branding standards.
- Carry camera equipment, including lights and/or tripod to various locations for indoor and outdoor video shoots.
- Train others in video, photography and related editing technologies.

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- Communicate effectively, both verbally and in writing.
- Compile, arrange, and present information in a clear and concise manner; Prepare clear directions for use of systems.
- Work independently or cooperatively and productively as a team leader or member; follow prescribed routine and quality control standards and procedures.
- Possess or gain, an understanding of ADA rules and regulations as it relates to various forms of media, video, and website functions to ensure the City produces ADA accessible forms of communication with residents.
- Work with news writers, graphic designers, Web developers and marketing teams.
- Build and maintain positive working relationships with other City employees, outside contractors as well as the community and provide excellent customer service.
- Possession or ability to obtain drone flight certification, and ability to operate drone recording equipment.

MINIMUM QUALIFICATIONS: Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education:

Equivalent to completion of a high school education supplemented by college level coursework in media communications or a related field.

Experience:

Three (3) years of increasingly responsible experience in operation, maintenance and basic engineering of high tech video/audio television production, editing and broadcast/cablecast equipment including operation of an automated television playback system.

PHYSICAL REQUIREMENTS: Work is primarily performed in an office environment requiring prolonged sitting or standing; walking, kneeling, crouching, squatting, stooping, and bending; inputting data into a computer terminal; exposure to computer glare, vibrations, and pitch; lifting, carrying, and regularly lift and/or move up to twenty-five (25) pounds, frequently lift and/or move up to fifty (50) pounds in weight; use hands to finger, handle or feel; reach with hands and arms and have mobility, vision, hearing, and dexterity levels appropriate to the duties to be performed.

ADDITIONAL REQUIREMENTS: May be required to work outside of normal business hours and subject to call out or call-back.