

STATE BOARD OF EQUALIZATION DUTY STATEMENT

CIVIL SERVICE CLASSIFICATION Television Specialist		WORKING TITLE Television Specialist	
UNIT/DISTRICT/LOCATION Media Production Services Unit / External Affairs Department		POSITION NUMBER 290-343-5571-xxx	
SEERA DESIGNATION R	BARGAINING UNIT 01	WORK WEEK GROUP 2	CERTIFICATES REQUIRED None
FINGERPRINTS REQUIRED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		SUPERVISION EXERCISED None	

Job Requirements

Knowledge of:

- Techniques of digital video production, digital sound recording, digital photography and image capture in studio and field settings.
- Professional video cameras both tape and tapeless formats.
- Techniques of digital video editing and digital sound editing utilizing professional multi-media editing applications (Final Cut (Pro) Studio and Adobe Premiere Pro CS Production Suite software).
- Graphics and Motion Graphics applications: Photoshop, Motion and AfterEffects.
- Media encoding / conversion and distribution for a variety of digital file formats.
- Professional television lighting techniques for studio and field situations.
- Professional television audio recording techniques for studio and field situations.
- Scriptwriting, storyboarding, and concept development for television and media production.

Ability to:

- Develop, create and produce professional quality audio, video, and multi-media productions and digital photographs / images.
- Communicate effectively, both orally and in writing, with all levels of BOE staff, management, and Board Member offices.
- Work with team members to effectively and professionally produce multi-media projects and presentations.
- Establish and maintain cooperative and cordial relations with those contacted in the course of work.
- Operate a variety of digital motion picture cameras, still image cameras, sound equipment, and associated pre-production and post-production hardware and software.
- Plan, organize, and work independently.
- Efficiently and effectively manage media files and project files.
- Effectively use PC and Mac computer platforms.
- Direct crew members and talent (both professional and non-professional).
- Create animated 2D and 3D images, titles, and sequences for broadcast via web and television.
- Use various software tools for the manipulation of digital audio and video files in a variety of formats for the production of various types of multi-media projects and presentations.
- Operate under tight deadlines and adjust easily to shifting priorities.
- Reason logically, analyze situations accurately, speak effectively, read and write English at the level required for successful job performance.
- Safely lift and move equipment up to 30 lbs.
- Work in a high-rise building.
- Travel to other locations to record media content and to provide audio-visual and television production expertise up to 15% of the time.

Desirable Qualifications

- Positive, flexible, team-oriented, creative, and highly collaborative.
- Expert scriptwriting, storyboarding, and concept development skills.
- Expert knowledge and experience in digital image manipulation utilizing various software tools such as Final Cut (Pro) Studio, Adobe Photoshop, Adobe Premiere Pro, Adobe AfterEffects, Flash Pro.

- Expert knowledge of Microsoft PowerPoint, including the ability to create slideshows from text instructions, and to quickly change the sequence of slides and to edit slideshows quickly.
- Strong organizational skills.
- Willing to work under tight deadlines, under stressful conditions with ever-changing priorities.

Statement of Position

Under the direction of the Staff Services Manager I (SSM I), Media Productions Services, the Television Specialist plans, organizes, and performs the most advanced, technical and professional work required for the preparation and production of multi-media communications and video programs for the Board of Equalization. Productions include public service announcements, promotional videos, web-based videos, webcasts or podcasts for the BOE internet and intranet websites, as well as the video recording of Board Meetings and other meetings as needed. Quality of produced work must meet industry standards for radio, television, and the Internet. The incumbent will serve as the expert in the area of BOE audio-visual methods, development, and productions. The incumbent will also conduct ongoing research and maintain awareness of emerging video, multi-media, and web development methodologies and best practices, and evolving industry trends and standards. This position requires a high degree of initiative, independence, originality, collaboration and the ability to develop logical and effective solutions regarding television, audio-visual, and multi-media relate issues. Additionally, this position will provide assistance with special projects in the unit as needed. May include travel up to 15% of the time.

**PERCENTAGE OF
TIME SPENT DUTIES**

Essential Job Functions:

- 55% Assumes primary responsibility for developing, capturing, and editing digital audio and video recordings, utilizing a variety of digital hardware and software. Activities include concept development, scriptwriting, storyboarding, set creation, lighting, microphone placement, sound level checks, live video and audio capture, and post-production image manipulation, enhancement, editing, creation of motion graphics, and file-type conversions. Creates webcasts or podcasts for the BOE internet site. Responsible for handling the media management, archiving, cataloguing, and distribution of completed audio and video files.
- 15% Works to encode video content for placement on BOE’s websites, utilizing various encoding software applications such as Adobe Media encoder, Apple Compressor, and Wondershare.
- 15% Assists in the responsibility for successful media capture and streaming at Board Meetings. Responsible for the television and video requirements including set-up and break-down of equipment at Board Meetings.
- 5% Serves as an expert in the area of BOE audio-visual methods, development, and production. Conducts ongoing research and maintains awareness of emerging video, multi-media, and web development methodologies and best practices, evolving industry trends and standards. Evaluates their feasibility as part of future strategies. Evaluates and makes recommendations regarding software, hardware, and services available for the web-enablement of BOE outreach services.
- 5% Responsible for the recording of public announcements and video capturing components to ensure they are in proper working order, transfer and set-up of equipment.

Marginal Job Functions:

- 5% Perform other job related duties as required.

I have read this duty statement and fully understand my assigned duties.

EMPLOYEE'S SIGNATURE

DATE

I have reviewed these duties with the above named employee.

SUPERVISOR'S SIGNATURE

DATE
