



## **JOB OPENING/ PROMOTIONAL OPPORTUNITY**

**JOB TITLE:** MEDIA SPECIALIST

**PAY RANGE:** 59

**HOURLY:** \$20.30 - \$30.45

**DEPARTMENT:** INFORMATION TECHNOLOGY

**SALARY:** \$42,220 - \$63,329 ANNUAL

**EXEMPT:** No

### **GENERAL DESCRIPTION:**

This position involves skilled technical work in managing audio, video, multimedia production and editing. Responsible for the overall content acquisition, management, updating, and scheduling on the City of Fort Pierce's web and PEG channel presence. The employee provides services for installation, operation and maintenance of broadcast, A/V and multimedia applications and equipment, video production and editing as well as broadcasting live meetings for government access FPTV27. Trains, consults, and supports departments on video and/or media usage and production. Position requires some independent judgment and initiative. Work involves highly skilled, technical computer applications in the planning, design, development and production of all mass communications materials. Work is reviewed by supervisor through one-on-one consultations, reports and observation of results achieved.

### **ESSENTIAL JOB FUNCTIONS:**

- Direct and operate single or multi-camera/multi-media production systems and operate a variety of A/V equipment.
- Install and maintain television production equipment.
- Repair electronic equipment for transmission of signals over the airwaves.
- Manage equipment scheduling logistics and select appropriate equipment to be used as needs or assignments dictate.
- Edit productions.
- Perform preventative maintenance and minor field repair on A/V and video production equipment.
- Integrate A/V presentation and television productions with the City's computer network.
- Produce and direct field and studio assignments.
- Ensure the City of Fort Pierce is in compliance with the Federal Communications Commission's rules and regulations.
- Assists in updating City website.
- Ensure studio equipment is set-up and functioning for broadcast event.
- Operate studio audio-visual equipment entirely through live events.
- Directs and coordinates video work and photography for all video projects, whether in house or contractual.
- Keeps current on the most up-to-date developments in video production techniques and software advances so creative department operates in an efficient manner.



- Works with Communications Manager to develop and implement integrated communications plans for employees and customers that drive centralized consistent messages through print, video, electronic and other effective channels.
- Assist creative team with concept development.
- Assist staff by collecting and reviewing information, inputting, editing, retrieving, and copying data, text and graphics as needed by individual job assignments.
- Create scripts that support objectives; proof all work to ensure accuracy.
- Obtain additional background through research (i.e., internet, interviews, client discussions, etc.)
- Assists various City Departments in developing education and marketing campaigns.
- Assist Communications Manger as point of contact for City of Fort Pierce when partnering with internal departments or outside local groups on advertising/marketing projects.
- Responsible for tearing down and securing equipment as warranted after each event.
- Interface and coordinate with internal staff, customers and vendors regularly regarding work in progress.
- Monitor remote audience activity and connections during live meetings.
- Coach video participants in regards to appearance, movements, voice, etc. for improvements as needed.
- Collaborates with staff members of other City of Fort Pierce departments to plan and organize the promotion City sponsored events.
- Performs related work as required.

**MINIMUM QUALIFICATIONS:**

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Sound knowledge of marketing principles, practices and methods.
- Some knowledge of effective promotional and public relations activities, journalistic techniques and media communications.
- Thorough knowledge of principles and techniques of television/cablecast production.
- Ability to establish and maintain effective working relationships with employees, other departments, vendors, sponsors, promoters, community leaders, and the public as necessitated by the work.
- Strong attention to details.
- Exceptional time-management with a high degree of flexibility.
- Must be a team player who can work independently and with their own drive and initiative.
- The ability to interact with all levels of staff, meet frequent deadlines, work multiple projects, prioritize work and be a self-starter is essential.
- Able to write scripts that are innovative in both conceptual thinking and writing and grammatically correct.
- Excellent written and oral communication skills - ability to write concisely and clearly.
- Ability to work on assignments independently from start to finish, seeking supervisor's guidance as appropriate.
- Ability to seek opportunities to work on new and different assignments as necessary.



- Direct experience in all aspects of video production and editing.
- Must be proficient with MS Office Suites. Willing to be trained on other applications.

**EDUCATION AND EXPERIENCE:**

- Bachelor's degree in mass communications, marketing, public relations, advertising or related field from a regionally accredited college or university.
- Four (4) years experience producing television or video programs.
- Two years supplemental training is preferred.
- Experience managing a video production facility is strongly preferred.
- Experience with Tightrope Media Systems is strongly preferred.
- A comparable amount of training or experience may be substituted for the minimum qualifications.
- Experience using Adobe Premiere Pro Non-Linear editing software, Adobe Photoshop CS, Adobe Illustrator 10, Adobe Aftereffects Pro, Video Toaster 3, Titlemotion Pro or other related editing software.
- Studio camera operation as well as field camera.
- Script writing.

**LICENSES, CERTIFICATIONS, REGISTRATIONS:**

None

**ESSENTIAL PHYSICAL SKILLS:**

- Acceptable eyesight (with or without correction);
- Acceptable hearing (with or without correction);
- Ability to take notes/minutes as required;
- Ability to access, input and retrieve information from a computer;
- Ability to access file cabinets for filing and retrieval of data;
- Ability to sit at a desk and view a display screen for extended periods of time;
- Ability to communicate both orally and in writing.

*(Reasonable accommodations will be made for otherwise qualified individuals with a disability.)*



**ENVIRONMENTAL CONDITIONS:**

- Requires sedentary work that involves walking or standing some of the time, exerting up to 20 pounds of force on a recurring basis, routine keyboard operations.
- The job risks exposure to no significant environmental hazards.
- The job requires normal visual acuity, and field of vision, hearing, speaking, color perception, sense of smell, depth perception and texture perception.
- Working with electrical equipment.
- Lifting, rolling, or otherwise handling equipment upwards of 30-50 pounds

**IF INTERESTED IN BEING CONSIDERED FOR THIS POSITION AND YOU MEET THE MINIMUM QUALIFICATIONS, PLEASE APPLY AT THE HUMAN RESOURCES DEPARTMENT AT 100 NORTH U. S. 1, FORT PIERCE, FLORIDA, OR YOU MAY DOWNLOAD AN APPLICATION FROM THE CITY'S WEBSITE [cityoffortpierce.com](http://cityoffortpierce.com) AND SUBMIT ON OR BEFORE THE CLOSING DATE.**

**OPENING DATE:    OCTOBER 12, 2016**

**CLOSING DATE:    UNTIL FILLED**

**THE CITY OF FORT PIERCE IS AN EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER**