

CHABOT-LAS POSITAS COMMUNITY COLLEGE DISTRICT

MEDIA PRODUCTION SPECIALIST

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

SUMMARY DESCRIPTION

The incumbent performs complex tasks at the paraprofessional level in support of the instructional program and is responsible for all technical operations of the college's television and digital streaming channels, e.g. KCTH Channel 27 Television Station and KCMC 28 and 29, AT&T U-Verse, and other digital streaming channels for worldwide operations via the Internet. Station operations include public broadcasting and service to local municipalities and streaming worldwide. The incumbent may be required to work a schedule including evenings and/or weekends as needed. The incumbent works under the supervision of the Dean or assigned administrator.

This is a paraprofessional technical classification that requires incumbents to maintain current knowledge of emerging technologies. Duties may change as a direct result of changes in technology without impacting overall scope and level of responsibility.

REPRESENTATIVE DUTIES

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

1. Coordinate all operations of the college's Digital Television Station(s) and other associated digital college stations as required.
2. Operate a variety of digital audio/video equipment including, but not limited to, digital recorders, digital cameras; operate by remote control, IP based transmitters and internet transmission and receiving equipment.
3. Maintain all equipment; identify equipment malfunctions and take corrective action; troubleshoot and perform minor repairs on equipment as necessary; communicate with vendors and other outside agencies to schedule repairs and troubleshoot issues.
4. Maintain a variety of routine records related to work orders, repairs, parts, and assigned activities.
5. Monitor operations to ensure conformance with federal, state and local requirements and standards, and make necessary adjustments.
6. Provide technical support for program development and scheduling; support development of on-air programming and streaming for television and internet channels by providing content from community as well as college events.
7. Shoot and edit programs as needed to provided content for channels and assist in recording and playback of college events; add appropriate special effects and animations as needed to edited videos.
8. Coordinate internet based remote digital broadcasts.
9. In coordination with the Dean, develop replacement, capital outlay, and programming budget.

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10. Install new digital television studio and digital internet based remote equipment.
11. Serve as chief station engineer to ensure a 24/7 operation of all channels.
12. Work with and assign work to part-time/temporary student staff and technical contractors as needed.
13. Provide technical coordination and support for all digital television station functions under the direction of the Dean.
14. Manage and utilize all station-required computer software and hardware.
15. Manage the operations of the studio for regular classroom use and for any studio rentals that may occur.
16. Serve as lead camera operator and director for remote on location recordings; manage production crews as needed.
17. Learn and use new emerging technologies required to remain current in the field; on an on-going basis, research current and optimal technologies for use in the department; make recommendations regarding purchase of appropriate and applicable technologies.
18. Ensure compliance with all current and applicable standards and regulations.
19. Coordinate with and act as liaison to applicable cable companies and other streaming companies as needed.
20. Perform related duties as required.

MINIMUM QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

1. Applicable federal, state, and local regulations and standards.
2. Broadcasting/cable-casting operations.
3. Computer software, including but not limited to IP based video and audio, pictorial, editing, enhancement software, and animation software.
4. Computer based IP systems, e.g. digital routers, digital video switchers, editing workstations, color control systems, digital camera alignment and configuration.
5. Broadcast and/or cablecast IP based digital engineering concepts.
6. Broadcast and/or cablecast testing and/or monitoring equipment.
7. Various protocols for streaming and compressing video.
8. Computer digitization and digital non-linear video editing.
9. Operational characteristics of station internet transmitters, master control digital switcher, digital video recorders, and associated IP based equipment.
10. Digital audio/video troubleshooting techniques.
11. Applicable software applications such as word processing, spreadsheets, and databases.

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Ability to:

1. Apply advanced knowledge in operating sophisticated digital broadcast equipment in accordance with laws, regulations and schedules.
2. Communicate clearly and effectively, both orally and in writing.
3. Effectively administer and operate an educational/college and community based television system.
4. Apply advanced knowledge of computer digitization and digital non-linear video editing.
5. Use various protocols for streaming and compressing video.
6. Interpersonal/intercultural communication and working cooperatively with others in a culturally diverse organizational environment.
7. Work with and exhibit sensitivity to and understanding of the varied racial, ethnic, cultural, sexual orientation, academic, socio-economic, and disabled populations of community college students.

Minimum Education & Experience - Any combination of the following would provide a typical way to obtain the required knowledge and abilities.

Education/Training:

Equivalent to completion of a Bachelor's degree in Broadcasting, Mass Communication, Engineering, or a related field.

Experience:

Four (4) years of increasing responsible commercial and/or educational television production and broadcasting experience that includes significant experience with digital production OR an equivalent combination of education and experience that indicates possession of the knowledge and skills required for the position.

License or Certificate

Microsoft Computer Specialist certification or comparable is desirable.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Electronic RF energy sources from various transmission and recording equipment; travel to various locations; may be required to work after hours and on weekends; may be called out to respond to power outage in order to restore broadcasting capability.

Physical: Primary functions require sufficient physical ability and mobility to work in a television studio environment; to travel to various locations; to lift and carry moderate to heavy amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination; and to verbally communicate to exchange information.

Adopted by Board of Trustees on 8/17/10
Effective: 8/18/10
Revised: 12/5/17 – replaces Broadcasting/Cablecasting Technician
Job Family: Technical – Paraprofessional