

VIDEO PRODUCTIONS SPECIALIST - 427

DEFINITION OF WORK

Under regular supervision, performs difficult professional work producing, directing and editing video programs; does related work as required.

EXAMPLES OF WORK

Writes, produces and edits promotional, training and informational programs; analyzes audiences and determines program objectives; coordinates all details of field and/or studio production; is responsible for programs' completion on time and within budget; evaluates program results; assists Video Productions Coordinator in planning, programming and evaluating program and equipment needs.

EMPLOYMENT STANDARDS

Education and Experience: Any combination of education and experience equivalent to a bachelor's degree in mass communication or a related field; experience with multi-camera and field production, minimum of two years video production experience in commercial or industrial setting; experience with A/B roll editing system; script writing skills; lighting and audio knowledge.

Knowledge, Skills and Abilities: General knowledge of planning, design and preparation of video materials and equipment; general knowledge of the terminology, methods, practices and techniques of telecommunications; general knowledge of methods of production of video production; ability to be creative and innovative in programming, technical and artistic endeavors in dealing with a target audience; ability to understand and work from oral and written instructions; ability to write, produce and edit video programs on a wide variety of subjects; skill in the use of video production equipment.

REV. 89

REV. 7/91

