

## **SANTA CLARA COUNTY OFFICE OF EDUCATION**

### **CLASS TITLE: DIGITAL MEDIA OPERATIONS SPECIALIST**

#### **BASIC FUNCTION:**

Under the direction of an assigned manager, create and produce video and multimedia material for internal Santa Clara County Office of Education (SCCOE) and external clients; coordinate pre-production to post-production activities to assure proper delivery of products, including digital delivery, DVD, web or broadcast television; shoot, edit, add graphics and animation and other technology to assure quality finished product; maintain, analyze and publish SCCOE online video delivery platform and coordinate with web designers to assure proper delivery of web-related video; operate and configure media streaming servers and encoders and related network media storage and control servers.

#### **REPRESENTATIVE DUTIES:**

##### **ESSENTIAL DUTIES:**

Create and produce video and multimedia material for internal Santa Clara County Office of Education (SCCOE) and external clients; meet with clients for media productions and video and broadcast support; provide supports other SCCOE departments/programs with television, audio-visual production and editing needs; assist County Office staff and clients in the preparation of presentations of various kinds.

Coordinate pre-production to post-production activities to assure proper delivery of products, including digital delivery, DVD, web or broadcast television; utilize video editing, animation, graphics and color correction software; utilize media encoding technologies to prepare video for delivery.

Set up and operates video equipment for field and studio productions; shoot, edit, add graphics and animation and other technology to assure quality finished product.

Maintain, analyze and publish SCCOE online video delivery platform; coordinate with web designers to assure proper delivery of web-related video; plan and coordinate out the photographic, audio, and video coverage for web delivery using appropriate cameras and equipment.

Publish videos to SCCOE web video delivery service; analyze usage statistics, and engagement; create video “channels and channels sets;” operate and configure media streaming servers and encoders and related network media storage and control servers.

Operate equipment in audio and video programs including edit controller, video tape playback and recorders, video camera, audio mixers, ITFS switchers, personal computer, and related equipment; operate video editing equipment, converting audio tape and video tape from one size to another and duplicating audio or video tapes.

Communicates with vendors, ordering replacement or additional video equipment and supplies as assigned; set up newly acquired equipment; troubleshoots video and computer equipment as needed.

Maintain current knowledge with television technology and related field; research and analyze current and emerging broadcast, web and new media solutions; research new editing, motion, graphic, and color correction techniques.

**OTHER DUTIES:**

Perform related duties as assigned.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

Current and emerging television and internet production procedures, practices, methods, techniques, and terminology.

Broadcast, web, and mobile streaming media standards, codecs and media delivery integration.

Media and video asset management.

Operation of professional television production equipment and post production software.

Professional television production equipment, audio-visual equipment, and other related equipment used in video editing and production.

Desktop computer operations and related peripheral equipment, and software applications including database management, word processing, and desktop publishing software.

Standard office principles, procedures, and practices including record-keeping and filing systems.

Proper English usage including grammar, punctuation, spelling, and sentence structure.

Modern office practices, procedures and equipment.

Correct English usage, grammar, spelling, punctuation and vocabulary.

Interpersonal skills using tact, patience and courtesy.

Operation of a computer and assigned software.

Oral and written communication skills.

Record retrieval and storage systems.

**ABILITY TO:**

Create and produce video and multimedia material.

Shoot, edit, add graphics and animation and other technology to assure quality finished product.

Coordinate pre-production to post-production activities to assure proper delivery of products, including digital delivery, DVD, web or broadcast television.

Complete work with many interruptions.

Maintain a variety of records, logs and files.

Utilize a computer to input data, edit and finalize production.

Establish and maintain cooperative and effective working relationships with others.

Meet schedules and time lines.

Work independently with little direction.

Communicate effectively both orally and in writing.

Determine appropriate action within clearly defined guidelines.

Add, subtract, multiply and divide with speed and accuracy.

**EDUCATION AND EXPERIENCE:**

Any combination equivalent to: college-level coursework in television, media, communications or closely related field and two years experience in video editing/ production.

**LICENSES AND OTHER REQUIREMENTS:**

Valid California driver's license.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Indoor work environment.

Occasionally exposed to outside weather conditions.

Moderate noise level.

**PHYSICAL DEMANDS:**

Dexterity of hands and fingers to operate a computer keyboard and assigned tools.

Seeing to read a variety of materials and view a computer monitor.

Hearing and speaking to exchange information.

Sitting or standing for extended periods of time.

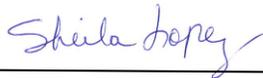
Bending at the waist, kneeling or crouching.

Lifting, carrying, pushing or pulling heavy objects.

Reaching overhead, horizontally and above the shoulder to install cables and wires.

Climbing ladders.

Personnel Commission Approval: January 8, 2014



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Sheila Lopez  
Director-Classified Personnel Services

January 8, 2014

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Date