

INSTRUCTIONAL MEDIA PRODUCER

CLASS SUMMARY

Under general direction, plans, organizes, schedules, monitors, and performs production of assignments related to the development of instructional media and promotional programs including interactive multimedia, videotape, audio tape, videoconferences, and presentations; performs related duties as required.

REPRESENTATIVE DUTIES

Consults with faculty and staff to develop instructional materials into effective presentation incorporating appropriate principles of instructional design; uses interactive multimedia authoring software to create user-controlled menus and appropriate user feedback; encodes and compresses video into various formats for CD, DVD, and web playback; burns and copies CD and DVD's; develops original promotional material for college and district marketing purposes; consults and guides in the script-writing process; organizes and schedules video and audio recording; mixes, blends and edits audio recordings; shoots, edits, mixes sound, directs talent, selects locations, and makes aesthetic decisions for original production center and on location video and multimedia projects; monitors and participates in the development of interactive multimedia production, including computer programming; transfers film and slide presentations to video and digital format; performs quality control of reproduced material; makes master transcriptions of outside material for in-house compatibility; reproduces and repairs a variety of multimedia; assists in the technical aspects of distance education; monitors videoconferencing units; instructs in the use of media and equipment; maintains and inventories video-multimedia production software; performs general duties relating to the operation and maintenance of an instructional media production center, to include; the set-up, troubleshooting, and monitoring of equipment and software currently being utilized in the media industry; maintains and improves production center facilities and equipment; makes purchase recommendations; maintains records and files; trains and directs student assistants; selects and produces programs for cable broadcasting.

ORGANIZATIONAL RELATIONSHIPS

This position reports to the designated manager and works closely with faculty, administrative personnel and students in instructional media support.

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DESIRABLE QUALIFICATION GUIDE

Training and Experience

Any combination of training, education and experience equivalent to a Bachelor of Arts degree in Telecommunications, Film and Video Production, Instructional Technology, or related fields, and at least two years experience in media production, including the operation of a wide range of video production, and digital multimedia equipment.

Knowledge and Abilities

Good Knowledge of: scriptwriting; principles and methods of electronic audio-video recording and related equipment, including camera, lighting, sound, their placement and operation; techniques of original television production; non-linear video editing techniques and systems; principles of instructional design; programming systems used in instructional media; multimedia authoring software; software used in recording and duplicating audio/video material; technical information necessary to instruct faculty and students in principles of training; methods for coordinating program projects; goals and organization of community colleges; effective oral and written communication skills; college programs and student interests; college policies and procedures; record keeping procedures; computer applications for graphic editing functions in video/multimedia production; cable cast production and implementation.

Ability to: assume responsibility for video/multimedia projects, and perform appropriate functions effectively; coordinate with faculty and staff to provide original media productions; integrate text, photo illustrations, sound, and video into an interactive form; operate digital, interactive technology; train and direct work-study and internship students; maintain equipment and materials; read and understand a variety of technical media materials; follow written and oral directions, procedures and assignments; maintain accurate records and files; perform photographic work; move and set-up large video and audio equipment and accessories.

Skills: proficiency in the operation of a variety of media equipment. Valid California Driver's License.