



Title: Digital Media Specialist

FLSA STATUS: Exempt from overtime under FLSA.

SUPERVISION RECEIVED AND EXERCISED:

Receives direction from the Digital Media Manager.

MINIMUM QUALIFICATIONS

- **Education:** Associates Degree in Video Production, Mass Communication or related field or equivalent.
- **Experience:** Five years related experience desired. Requires a working knowledge of specialized practices, equipment and procedures.
- **Licenses/Certifications/Special Requirements:** None required.

PREFERRED/DESIRABLE QUALIFICATION(s):

- Experience in a municipal or government setting.
- Considerable experience in all aspects of video production, broadcast, mobile and web techniques.
- Experience with video, audio, lighting equipment, streaming and archiving systems & services and cable television.
- Experience with photography/videography using DSLR, Mirrorless, ENG and Studio camera equipment.

PREFERRED SOFTWARE EXPERIENCE

Adobe Premier Pro	Adobe Media Encoder	
Adobe After Effects CC	Wirecast Streaming	
Final Cut Pro X	Web CMS	
Adobe Suite	Teleprompter Software	
Visix Display Systems		
Grass Valley Router		



JOB SUMMARY

The purpose of this position is to provide a multimedia approach to the planning, filming and editing video content for a variety of platforms, including TV, web and social media. This includes researching, writing, capturing visual content and editing stories for multiple platforms. Candidates must exhibit strong writing, videography and digital editing skills. In addition, this position will be responsible for broadcasting public meetings, special events coverage, developing and producing television programs for the city, and maintaining and repairing video, lighting, and audio equipment. This position includes preparing broadcasting schedules and installing, operating, and maintaining mechanical equipment associated with video production. Knowledge of and experience in graphic design is required. Other duties include but are not limited to: providing setup for broadcast productions throughout the city; attending events on nights and weekends; evaluating equipment needs to ensure proper equipment operations and making recommendations for the purchase of video, audio, lighting systems and computers equipment production equipment to maximize system performance and to meet industry and manufacture standards; providing technical support and assistance to the department, and completing all other duties as assigned.

ESSENTIAL FUNCTIONS

Note: This information is intended to be descriptive of the key responsibilities of the position. The list of essential functions below does not identify all duties performed by any single incumbent in this position.

#	Essential Functions
1	Works with City departments and Mayor/Council to assist in meeting their video needs and recommends services and procedures. Assists in the development of public service announcements and messages. Assists in providing technical assistance and support for the department’s networks, databases, applications and systems. Assists with updates and integration of new initiatives related to applications, web and media services. Assist with social media including creating and posting photos, graphics and videos.
2	Creates Channel 11 playback programming schedules and maintains Peoria’s YouTube Channel and bulletin board system. Coordinates the productions of City Council meetings, study sessions, city events, planning and zoning, public safety announcements, and other live broadcasts. Produces studio, live and field programming by writing, shooting footage, editing, directing and providing technical direction. Creates, edits, and maintains graphics for programs and marketing, and



City of Peoria

HUMAN RESOURCES

	determines graphic layouts. Designs how the video, audio, and graphic content looks prior to broadcasts. Converts completed video and audio files for uploads to the city web page and various video-sharing websites. Distributes video and audio signals in various formats, and encodes video programming for broadcasting and web streaming.
3	Plans and coordinates studio/field set specifications, which includes the setup of video cameras, lighting instruments, microphones, and other technical and audio equipment.
4	Assists with station maintenance and engineering by repairing, maintaining, ordering, calibrating and designing equipment and new build-outs, and overseeing contractors installing equipment. Troubleshoots and resolves technical difficulties including mechanical equipment, broadcast videos servers, and streaming media servers associated with video production and broadcast.
5	Manages IT and Networking IP infrastructure for video servers and editing systems for PC and Apple Computers.
6	Creates web graphics, optimizes photos for the web and overall support for the web.
7	Trains staff members on operating and troubleshooting equipment, software, hardware, Ch. 11 processes and procedures, and other duties as assigned.



PHYSICAL DEMANDS AND WORK ENVIRONMENT:

Physical strength for this position is indicated below with “X” The physical demands described here 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 functions.				
Sedentary	Light	Medium	x Heavy	Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally, 10-25 lbs. frequently, or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

Work Environment for this position is indicated below with “X” The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.			
Office	X Outdoors	X Vehicle	Office and Field/ Plant/ Warehouse
Position is typically office or administrative work and is not substantially exposed to adverse environmental conditions.	Incumbents may be subjected to extreme temperatures, wetness/humidity, respiratory hazards and noise and vibration.	Incumbents may be subjected to moving mechanical parts, vibrations, fumes, odors, dusts, poor ventilation, chemicals, oils, extreme temperatures, inadequate lighting, work space restrictions, intense noises and travel.	The work will occur in an office and field environment. While performing the duties and responsibilities the employee maybe exposed to loud noise, noxious odors, unsanitary conditions, chemicals, electricity, moving mechanical parts, varying weather conditions, and other related conditions and situations. Position is subject to atmospheric conditions: Fumes, odors, dust, mists, gases or poor ventilation

MACHINES, TOOLS, EQUIPMENT, SOFTWARE, AND HARDWARE:

Computers, printers and related software, vehicle, hand tools, audio visual equipment and supplies.

PROTECTIVE EQUIPMENT REQUIRED:

None required.