ASHEVILLE, NORTH CAROLINA

Classification Specification

Media Specialist
Job Code: 1075
FLSA: Exempt

Purpose of Classification:

The purpose of this classification is to manage the City's television station, including creating, editing, and facilitating live broadcasts, video production and post-production, and graphic design.

Distinguishing Characteristics:

This is a single level classification.

Essential Functions:

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.

Manages City television station: ensures delivery of video and audio signal to local cable provider according to federal standards and guidelines; maintains all technical operations and equipment; develops, produces, researches, and acquires programming; edits and converts media to comply with broadcast standards; establishes and updates programming schedules; and ensures maintenance of, and compliance with, certification standards for Public, Education, and Government (PEG) channels, including administering PEG fund budget.

Produces, directs, and performs all technical operations related to live broadcasts of Asheville City Council meetings and other video productions: creates and operates on-air graphics; mixes audio levels; operates and switches pan tilt zoom (PTZ) cameras; edits and distributes broadcast content to the City television channel and the City's YouTube channel; produces videos, including directing, writing, shooting, editing, performing voice work, choosing music and sound effects, audio mixing, color-correcting, designing motion graphics, and animation.

Creates original print and digital projects using a variety of graphic design software and tools, to include advertisements, flyers, brochures, rack cards, postcards, banners, signage, infographics, presentations, logos, social media content, the City's website; selects appropriate media, materials, and formats; conceptualizes layouts; selects appropriate design elements, such as color schemes, fonts, and graphics; formats text and artwork; and integrates elements to publish final project.

Takes photographs for use in projects: identifies photo opportunities and subjects; frames, lights, and captures photographs; evaluates photos for quality; builds image library; organizes and maintains image library so content is preserved and accessible.

Operates and maintains broadcast hardware and software components, cameras, microphones, lighting equipment, audio components, broadcast control workstation, digital camera, and other audio-visual equipment; manages contracts related to equipment acquisition and upgrades; and coordinates equipment use for events, including facilitating set-up and operation.

Communicates with supervisor, co-workers, department directors, other City employees, third party service contractors, and other individuals as needed to coordinate work activities, review status of work, exchange information, or resolve problems.

Processes a variety of documentation associated with department/division operations, within designated timeframes and per established procedures: receives, reviews, prepares, completes, processes, forwards or retains as appropriate various forms, reports, correspondence, requests for proposal, bids, quotes, invoices, website analytics, and other documentation; compiles data for further processing or for use in preparation of department reports; and maintains computerized and/or hardcopy records.

Operates a personal computer to enter, retrieve, review, or modify data, utilizing word processing, spreadsheet, database, presentation, graphic design, website, Internet, e-mail, or other software; and operates general office or other equipment as necessary to complete essential functions.

Additional Functions:

Performs other related duties as required.

Minimum Qualifications:

Bachelor’s Degree in Communication Arts, Video Production, or a closely related field required; supplemented by three years of experience in broadcasting, video production, or graphic design; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

Specific License or Certification Required: Must possess and maintain a valid North Carolina driver’s license.

Specific Knowledge, Skills, or Abilities: Must be able to demonstrate proficiency in performance of the essential functions and learn, comprehend, and apply all City or departmental policies, practices, and procedures necessary to function effectively in the position.

Performance Aptitudes:

Data Utilization: Requires the ability to evaluate, audit, deduce, and/or assess data using established criteria. Includes exercising discretion in determining actual or probable consequences and in referencing such evaluation to identify and select alternatives.

Human Interaction: Requires the ability to work with and apply principles of persuasion and/or influence over others to coordinate programs or activities of a project, and resolve typical problems associated with the responsibilities of the job.

Equipment, Machinery, Tools, and Materials Utilization: Requires the ability to operate, maneuver, and/or control the actions of equipment, machinery, tools and/or materials requiring complex and/or rapid adjustments.

Verbal Aptitude: Requires the ability to utilize a wide variety of reference, descriptive, and/or advisory data and information.

Mathematical Aptitude: Requires the ability to perform addition, subtraction, multiplication, and division; ability to calculate decimals and percentages; may include ability to perform mathematical operations with fractions; may include ability to compute discount, interest, and ratios; may include ability to calculate surface areas, volumes, weights, and measures.

Functional Reasoning: Requires the ability to apply principles of influence systems, such as motivation, incentive, and leadership, and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.

Situational Reasoning: Requires the ability to exercise judgment, decisiveness and creativity in situations involving the evaluation of information against sensory, judgmental, or subjective criteria, as opposed to that which is clearly measurable or verifiable.

ADA Compliance:

Physical Ability: Tasks require the ability to exert very moderate physical effort in light work, typically involving some combination of stooping, kneeling, crouching, and crawling, and which may involve some lifting, carrying, pushing and/or pulling of objects and materials of moderate weight (12-20 pounds).

Sensory Requirements: Some tasks require the ability to perceive and discriminate colors or shades of colors, sounds, depth, and visual cues or signals. Some tasks require the ability to communicate orally.

Environmental Factors: Performance of essential functions may require exposure to adverse environmental conditions, such as dirt, dust, pollen, humidity, rain, electric currents, and traffic hazards.

The City of Asheville is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.