



NEWPORT NEWS, VA
CITY OF OPPORTUNITY

JOB DESCRIPTION
VIDEO PRODUCTION SPECIALIST
(NNTV)
COMMUNICATIONS

Human Resources Department
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GENERAL STATEMENT OF RESPONSIBILITIES

Under limited supervision, this position is responsible for video production activities for location and studio productions. Ensures the creation and scheduling of quality video programming for Newport News TV (NNTV); producing documentaries, interviews and other programming that will provide an informative channel of communication to citizens and employees. Reports to the Communications Manager, NNTV.

There are two (2) levels of Video Production Specialist distinguished by the level of work performed and the qualifications of the employee.

ESSENTIAL JOB FUNCTIONS

Responsible for producing and delivering broadcast quality videography using P-2 Panasonic HD cameras or equivalent for a variety of new and existing television programs for the City's cable channel. Includes on location shoots, interviews, creative b-roll elements and adding to the channel's HD video archives.

Assists in all areas of studio production work to include studio setup, camera operation, audio board, master control switcher and other equipment; switches and directs productions in accordance with current Federal Communications Commission (FCC) rules and regulations regarding public broadcast restrictions and editorial integrity standards and practices.

Performs post production work on a variety of video projects using state of the art editing technology to create programs that showcase creativity; utilizes high quality and complex editing techniques, animations and graphic executions.

Responsible for various duties to support Video Production Services Department including uploading video, duplicating, print or electronic announcement production, some on-camera and voice-over work as needed. Executes a variety of internal City department video requests.

Operate master control switcher, Operate Remote Cameras, Operate Audio Board for Live and/or Remote broadcasts of City Council and Planning Commission Meetings.

Performs other duties as assigned.

PERFORMANCE STANDARD

Employees at all levels are expected to effectively work together to meet the needs of the community and the organization through work behaviors demonstrating the City's Values. Employees are also expected to lead by example and demonstrate the highest level of ethics.

REQUIRED KNOWLEDGE

- **Video Production Technology** - Comprehensive knowledge of modern methods, concepts, practices, and principles related to video production, television broadcast equipment; FCC quality standards; modern videography including High Definition (HD) cameras, market digital editing software, and live production switcher.
- **Project Management** - Comprehensive knowledge of researching, organizing, planning, coordinating, managing and directing video production projects.

REQUIRED SKILLS

- **Interpersonal Relationships** - Develops and maintains cooperative and professional relationships with employees, managers, representatives from other departments and organizations.
- **Judgment/Decision Making** - Evaluates the best method of research and then exercises appropriate judgment in establishing priorities and resolving complex matters. Considers the relative costs and benefits of potential actions to choose the most appropriate one.
- **Computer Skills** - Utilizes a personal computer with word processing, spreadsheet and related software with reasonable speed and accuracy. Employs current trends and practices related to the use of technology in municipal government and related activities.
- **Time Management** - Plans and organizes daily work routine. Estimates expected time of completion of elements of work and establishes a personal schedule accordingly. Implements work activities in accordance with priorities and estimated schedules.

REQUIRED ABILITIES

- **Communication** - Excellent ability to communicate complex ideas and proposals effectively so others will understand to include preparation of reports, agendas, and policies. Excellent ability to listen and understand information and ideas presented verbally or in writing. Handles all interactions with poise, tact and diplomacy.
- **Equipment Operation** - Ability to set up, operate and maintain video production and editing equipment.

EDUCATION AND EXPERIENCE

Video Production Specialist - Requires any combination of education and experience equivalent to a bachelor's degree in Communications, Telecommunications, or a related field with 1 to 3 years of video production experience, including some on camera experience.

Video Production Specialist, Sr. - Requires any combination of education and experience equivalent to a bachelor's degree in Communications, Telecommunications, or a related field with 3 to 5 years of video production experience, including some on camera experience.

ADDITIONAL REQUIREMENTS

Requires a valid driver's license with an acceptable driving record.

PHYSICAL REQUIREMENTS

- Tasks require the ability to exert moderate, though not constant physical effort.
- Some combination of climbing and balancing, stooping, kneeling, crouching, and crawling.
- Some lifting, carrying, pushing and/or pulling of objects and materials of moderate weight (10-50 pounds).

SENSORY REQUIREMENTS

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

ENVIRONMENTAL EXPOSURES

Performance of essential functions may require exposure to adverse environmental conditions, such as, weather, dust, pollen, temperature, and noise extremes, and traffic hazards.