



PERSONNEL COMMISSION

Class Code: 5302
Salary Range: 30 (C1)

ASSOCIATE PRODUCER

JOB SUMMARY

Under general supervision, independently produce or participate in the production of assigned educational, instructional and informational videos and other media productions; lead and participate in a variety of pre- and post-production activities for studio, field and live event productions; perform related duties as assigned.

EXAMPLES OF DUTIES

The classification specification does not describe all duties performed by all incumbents within the class. This summary provides examples of typical tasks performed in this classification.

- Independently produce or participate in the production of educational, instructional and informational videos and other media productions. **E**
- Consult with clients to ascertain production needs, goals and target audiences; schedule, coordinate, and produce assigned studio, field and live-streaming productions; coordinate pre-production meetings with clients and production staff. **E**
- Lead and participate in a variety of pre- and post-production activities for studio, field and live event productions including set-up and operation of audio, video, lighting and other technical production equipment; drive a District vehicle to conduct work. **E**
- Operate video cameras for single and multi-camera productions; assure visually appealing composition and proper video exposure levels; assure proper audio recording. **E**
- Perform creative editing of video productions on non-linear editing software; assure final deliverables are properly backed up to servers. **E**
- Lead and participate in the set-up of studio equipment, cameras and cables; connect microphones to talent as needed; provide voice-over narrations as requested. **E**
- Troubleshoot, perform routine maintenance, and make adjustments to a wide variety of production equipment as needed; assist in the maintenance of studio facilities to assure a safe and orderly working environment. **E**
- Serve as a lead and train and provide work direction to assigned staff; review the work of staff. **E**
- Participate in social media and web content management activities; create and publish a wide variety of social media content; tag social media posts; assist in the development of marketing campaigns; analyze related data research. **E**
- Operate a variety of office equipment including a computer and a wide range of specialized video editing software. **E**

- Communicate with District administrators, personnel and outside organizations to coordinate activities and programs, resolve issues and exchange information. ***E***
- Research and develop recommendations regarding the improvement of operational effectiveness and purchase of media equipment as requested. ***E***
- Prepare a variety of records and files related to assigned activities; prepare reports and special projects as assigned. ***E***
- Attend and participate in meetings, conferences and seminars related to assigned activities to maintain current knowledge of advances in the field. ***E***
- Perform related duties as assigned.

Note: At the end of some of the duty statements there is an italicized "E" which identifies essential duties required of the classification. This is strictly for use in compliance with the Americans with Disabilities Act.

DISTINGUISHING CHARACTERISTICS

An Associate Producer independently produces or participates in the production of educational, instructional and informational videos and other media productions. Incumbents will lead and participate in a variety of pre- and post-production activities for studio, field and live event productions including set-up and operation of audio, video, lighting and other technical production equipment.

EMPLOYMENT STANDARDS

Knowledge of:

Creative videography techniques and operation of equipment used in digital video production.

Creative video editing techniques and operation of non-linear editing software.

Operation of a variety of office equipment including a computer and a variety of specialized video editing software.

Health and safety practices related to the operation of audio, video, lighting and other technical production equipment in the studio and field.

Principles and practices of social media content creation.

Computerized database record-keeping and filing techniques.

General principles of training and providing work direction.

Interpersonal skills using, tact, patience and courtesy.

Oral and written communication skills.

Proper methods of storing equipment, materials and supplies.

Ability to:

Produce educational, instructional and informational videos and other media productions.

Perform creative editing of video productions on non-linear editing software.

Operate video cameras for single and multi-camera productions.

Consult with clients to ascertain production needs, goals, and target audiences.

Operate a variety of audio, video, lighting and technical production equipment.

Operate a variety of office equipment including a computer and a wide variety of specialized video editing software.

Observe health and safety regulations related to assigned activities.

Train and provide work direction and guidance to others.

Establish and maintain cooperative and effective working relationships with others.

Maintain computerized records and files and prepare reports.

Maintain current knowledge of technological advances in the field.

Complete work with many interruptions.

Communicate effectively both orally and in writing.

Analyze situations accurately and adopt an effective course of action.

Plan and organize work.

Meet schedules and timelines.

Education and Training:

Associate's degree in film, video production or a closely related field.

Experience:

Three years of experience in digital film or video production.

Any other combination of education, training and experience, which demonstrates that the applicant is likely to possess the required skills, knowledge or abilities, may be considered.

SPECIAL REQUIREMENTS

Positions in this classification require the use of a personal automobile and possession of a valid California Class C driver's license.

Applicants for this classification will be required to obtain and submit, at his/her own expense, his/her current motor vehicle driving record at the time of appointment. The record must meet and be maintained at the District's safe driving standard. Failure to meet this requirement will result in the disqualification and/or rejection of the applicant regardless of any other standing.

WORKING ENVIRONMENT

Studio and office environment.

Working outdoors on location and at heights.

Driving a vehicle to conduct work.

Evening or variable hours.

PHYSICAL DEMANDS

Sitting or standing for extended periods of time.
Hearing and speaking to exchange information in person or on the telephone.
Dexterity of hands and fingers to operate a computer and specialized equipment.
Seeing to read a variety of materials and view productions.
Lifting, carrying, pushing or pulling heavy items weighing up to 50lbs.
Reaching overhead, above the shoulders and horizontally.
Climbing ladders or scaffolding.
Bending at the waist, kneeling or crouching.
Walking over rough or uneven surfaces.

AMERICANS WITH DISABILITIES ACT

Persons with certain disabilities may be capable of performing the essential duties of this class with or without reasonable accommodation, depending on the nature of the disability.

APPOINTMENT

In accordance with Education Code Section 45301, an employee appointed to this class must serve a probationary period of six (6) months during which time an employee must demonstrate at least an overall satisfactory performance. Failure to do so shall result in the employee's termination.

PCA: 5/19/2022