FLSA: Non-Exempt*

Media Specialist

SUMMARY

Under direct supervision, performs a variety of specialized multimedia, social media, and digital communications activities in support of the Town's public information, community, and public relations program in coordination with department goals and objectives and established policies and procedures; creates, produces, edits, publishes, and manages video, photography, social media, and other digital content; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives direct supervision from the Communications and Creative Arts Administrator. No direct supervision of staff is exercised.

ESSENTIAL FUNCTIONS -- *Essential functions, as defined under the Americans with Disabilities Act, may include any of the following representative duties, knowledge, and skills. This list is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions and duties performed by incumbents of this class. Employees are required to be in attendance and prepared to begin work at their assigned work location on the specified days and hours. Factors such as regular attendance at the job are not routinely listed in job descriptions but are an essential function. Management reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job. Essential duties and responsibilities* ***may*** *include, but are not limited to, the following:*

- Creates, produces, edits, and publishes multimedia content in support of Town programs, services, projects, events, campaigns, public information efforts, and community engagement initiatives.
- Manages the Town's day-to-day presence on assigned social media platforms, including developing, scheduling, and publishing posts, photographs, videos, graphics, stories, and other digital content.
- Monitors Town social media accounts and responds to routine and fact-based comments, questions, and messages; coordinates with appropriate Town staff to obtain information and refers sensitive, complex, or policy-related matters to the Public Information Officer or appropriate department.
- Develops and maintains social media content calendars; monitors engagement, content performance, community conversations, and emerging trends to identify opportunities to enhance the Town's digital presence.
- Plans, captures, and produces video and photographic content for social media, digital campaigns, websites, presentations, public meetings, promotional materials, and other Town projects.
- Performs video editing and post-production, including color correction and grading, audio editing and mixing, titles, transitions, motion graphics, and other visual elements using professional editing and creative software.
- Coordinates and publishes multimedia programming for the Town’s Public, Educational, and Government (PEG) channels using Cablecast and related systems; maintains scheduled content and identifies opportunities to expand PEG programming through original Town content, community-focused programming, and creative media initiatives.

- Operates professional cameras, lighting, audio, and related production equipment to provide cinematography, photography, interviews, event coverage, and other on-location production services.
- Creates and adapts graphics, photographs, videos, and other multimedia content for various platforms and audiences while maintaining established Town branding, messaging, accessibility, and communication standards.
- Collaborates with Public Information staff and Town departments to identify communication objectives, develop creative concepts, respond to internal media requests, and identify opportunities for proactive visual storytelling.
- Organizes, maintains, archives, and retrieves video footage, photographs, audio recordings, graphics, project files, and other digital media assets and assists with the maintenance and inventory of multimedia production equipment.
- Maintains awareness of current social media trends, digital platforms, multimedia technologies, and industry best practices and recommends opportunities to enhance Town communications and community engagement.
- Provides multimedia and social media support during Town events, programs, campaigns, and other public information activities, including real-time coverage as assigned.
- Serves as an assistant to the Public Information Officer during emergencies.
- Performs other duties as assigned.

DISTINGUISHING CHARACTERISTICS

This is an entry-level professional class in the Public Information function. The incumbent performs specialized multimedia, social media, and digital communications duties in support of the Town's community and public relations programs and activities. This class is distinguished from other classifications in the Public Information function by its specialization in multimedia production and digital communications, including social media management, videography, photography, video editing, cinematography, motion graphics, and digital media asset management.

The Media Specialist is distinguished from the Public Relations Specialist in that the Media Specialist's primary focus is the creation, production, publication, and management of visual, multimedia, and social media content, while the Public Relations Specialist's primary focus is public information, written communications, media relations, community outreach, and related public relations activities.

MINIMUM QUALIFICATIONS

Education, Training, and Experience Guidelines

An equivalent combination of training and experience that would provide the required knowledge, skills and abilities may be considered. A typical way to obtain the required qualifications would be:

Equivalent to the completion of the twelfth (12th) grade and two (2) years of college coursework in digital media, video production, communications, broadcasting, photography, graphic design, marketing, public relations, or a related field, and one (1) year of experience in multimedia production, video production, social media management, digital communications, or related experience.

LICENSE AND CERTIFICATION REQUIREMENTS

- Valid California class C driver’s license with satisfactory driving record and automobile insurance.

Knowledge of:

- Principles, practices, and techniques of multimedia production, digital communications, social media management, public information, and community engagement.
- Video production and post-production techniques, including cinematography, photography, lighting, audio recording and editing, color correction, motion graphics, and visual storytelling.
- Professional video editing and creative software, including Adobe Premiere Pro and other Adobe Creative Suite applications.
- Professional digital camera systems, production equipment, and workflows, including Sony camera systems or comparable professional equipment.
- Social media platforms, content development, publishing practices, audience engagement, analytics, and emerging digital trends.
- Principles of branding, marketing, accessibility, and adapting multimedia content for various platforms and audiences.
- Digital media formats and practices for organizing, storing, maintaining, and archiving media and project files.
- Principles and practices for handling confidential, sensitive, or politically sensitive information and communicating effectively with the public.
- English usage, grammar, spelling, vocabulary, and punctuation.

Ability to:

- Plan, create, capture, edit, and produce professional-quality video, photography, graphics, and multimedia content for a variety of platforms and audiences.
- Operate professional cameras, lighting, audio, and related production equipment and utilize specialized editing and creative software.
- Develop, schedule, publish, and manage social media content and monitor engagement, trends, and content performance.
- Communicate effectively and professionally with the public through social media and other communication channels; respond to routine inquiries and appropriately refer or escalate sensitive or complex matters.
- Research and coordinate information with Town departments to develop accurate, timely, and engaging multimedia and social media content.
- Apply creative judgment, visual storytelling techniques, and established branding standards to effectively communicate Town programs, services, projects, and initiatives.
- Organize and maintain digital media, production assets, and project files and manage multiple projects, priorities, and deadlines.
- Exercise tact, initiative, discretion, creativity, and sound judgment within established policies, procedures, and legal guidelines.
- Communicate clearly and effectively, both orally and in writing, and establish and maintain effective working relationships with those contacted in the course of work.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

Must possess mobility to work in a standard office setting and use standard office and multimedia equipment, including a computer; to operate a motor vehicle; to visit various Town, production, and event sites; and attend special events requiring standing for extended periods of time, as well as walking between work and event areas, potentially traversing uneven terrain. Vision is required to operate cameras, review and edit detailed visual content, and read printed materials and computer screens; hearing and speech are required to communicate in person, before groups, over the telephone, and to monitor recorded audio. Finger dexterity is needed to access, enter, and retrieve data using a computer and to operate cameras and other production equipment. Positions in this

classification occasionally bend, stoop, kneel, reach, push, and pull and must possess the ability to lift, carry, position, and operate cameras, tripods, lighting, audio equipment, and other materials and equipment necessary to perform job functions.

Employees work partially in an office environment with moderate noise levels and controlled temperature conditions and partially in the field at Town events and production locations where they may be exposed to loud noise levels, cold and hot temperatures, inclement weather conditions, crowds, and uneven terrain. Employees may interact with upset members of the public and public and private representatives while performing assigned duties.

May be required to work evenings, weekends, and holidays to attend Town events, conduct video or photography assignments, or provide social media and multimedia coverage.

**FLSA designations cannot be assigned to a class. An employer must show that each employee meets every requirement of the claimed exemption. The FLSA designation listed above is for general administrative guidelines.*