

SAN DIEGO UNIFIED SCHOOL DISTRICT

POSITION DESCRIPTION

TITLE:	Media Production Specialist	REPORTS TO:	Assigned Supervisor
DEPARTMENT:	Various school sites	CLASSIFICATION:	Classified
FLSA:	Non-Exempt	SALARY GRADE:	037 OTBS
REVISED:	October 24, 2001		

BASIC FUNCTION:

Under general direction, perform a broad variety of complex, technical, video and AV/TV media production support services for pupils and staff in a school site media center or production studio.

REPRESENTATIVE DUTIES: (Incumbents may perform any combination of the essential functions shown below. This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but is intended to accurately reflect the principal job elements.)

E = Essential Functions

Assist pupils and faculty by performing professional multimedia duties. **E**

Provide training to pupils in the operation of media equipment and in production of radio and video newscasts and other programs; coordinate satellite downlink transmissions. **E**

Coordinate and schedule technical details with other agencies for satellite uplinks and interactive teleconferences. **E**

Prepare or train pupils in preparation of desktop publications and design and development of graphic displays. **E**

Contact cable companies and the County Department of Education regarding instructional TV schedules; provide closed-circuit television distribution. **E**

Design or assist instructors in designing and editing scripts for audio and video presentations; assist in writing grant proposals. **E**

Maintain inventory records; schedule the use and distribution of AV and TV equipment; duplicate audio and video materials. **E**

Provide playback of off-air programs; installs, modifies, troubleshoots and provides minor routine repair of AV, TV, and computer equipment. **E**

Set up sound and lighting systems for school activities; processes and prints slides and photographs. **E**

Research catalogs and other sources and requisitions equipment and supplies; provide inservice training to staff on media equipment as requested; uses 35mm camera and photographs pupils for identification cards. **E**

Bar codes and laminates cards; videotapes school activities and other events for use in school video yearbook and other programs; may monitor a budget. **E**

Direct the work of hourly staff as assigned; evaluates work of pupil assistants; attend meetings and serve on committees; may perform minor construction of program sets. **E**

Perform related duties as assigned. **E**

MINIMUM QUALIFICATIONS:

EDUCATION AND EXPERIENCE:

Any combination of training, experience, and/or education equivalent to graduation from a recognized two-year college with a major in instructional media technology, telecommunications, or other related field and two years of full-time equivalent, paid, directly related experience of acceptable level and quality.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Wide range of audiovisual production and projection equipment and computer software used in school media centers.

Safety precautions appropriate to the type of equipment operated.

Basic copyright laws.

Correct English usage, grammar, spelling, punctuation, and vocabulary.

ABILITY TO:

Provide proper care and routine maintenance of media center equipment and materials.

Operate standard office equipment including microcomputers and related software applications.

Communicate effectively orally and in writing.

Establish and maintain effective working relationships with others.

Plan and organize work.

Meet schedules and time lines.

Maintain records.

Read, interpret, apply, and explain rules, regulations, policies, and procedures.

WORKING CONDITIONS:

ENVIRONMENT:

School library/media center, office setting.

PHYSICAL REQUIREMENTS:

Hearing and speaking to exchange; seeing to perform assigned duties; sitting or standing for extended periods of time; dexterity of hands and fingers to operate a computer keyboard and other office equipment; kneeling, bending at the waist, and reaching overhead, above the shoulders and horizontally, to retrieve and store files and supplies; lifting heavy objects.