

CITY OF FONTANA
AUDIO VISUAL (AV) PRODUCTION SPECIALIST

DEFINITION: Under direction from Audio Visual (AV) staff, develops and coordinates AV systems, performs difficult and complex AV support services for the City's cable access and AV programs, and performs a variety of technical tasks relative to assigned areas of responsibility. This classification provides lead AV support during public meetings, city and staff events. Incumbents create content that is shared on the City's social media and community television channels, including taking the lead on working with staff to plan for content, coordinating with the AV Team and scheduling shoots. Incumbents assigned to this classification are required to provide a high level of customer service and are expected to assign and review the work of subordinates within the AV Team.

ESSENTIAL FUNCTIONS: The incumbent must have the ability to:

- Develop and coordinate cable access programs including the Government Access Channel and provide live coverage of public meetings.
- Recommend and assist in the implementation of goals and objectives; establish schedules and methods for providing cable access programs; implement policies and procedures.
- May submit budget recommendations and will monitor expenditures.
- Prepare program event materials and program guides.
- Organize, schedule, and implement cable access activities and other related programs.
- Oversee and participate in cable channel programming activities including script development, production, editing, staffing and related activities.
- Work with the Media, Communications, and Marketing Office and other City departments to coordinate, produce and manage video and multimedia productions for web, broadcast, and social media use with internal and external audiences from program conception to the final product.
- Attends pre-planning meetings with the customer, establishes objectives, researches material, writes scripts, and schedules facilities/equipment/personnel to complete the production.
- Prepare related system diagrams and user manuals and guides using computers and applicable software applications.
- Coordinate department requests for audio and video support for City events, including both internal and external audiences.
- Perform technical and professional work in preparing video production, project briefs, and production plans; supervises filming on location; performs still photography, film and tape editing, sound recording, and mixing.
- Meet with event coordinators to discuss audio, lighting, video, and conferencing requirements.
- Under the oversight of the Media, Communications, and Marketing Office, update the City's YouTube channel and other social media platforms/systems used to disseminate City video content.

- Participates in projects related to the evaluation and selection of audio visual systems and equipment for city facilities and staff.
- Oversee the maintenance of video and audio equipment; schedule and coordinate equipment repair and maintenance activities; recommend equipment replacement as required.
- Provide lead supervision over assigned AV Team members; ensure work is completed in a safe and effective manner.
- Assist with the selection and training of staff. Train staff in the use of video equipment and production of cable access programs. Oversee the volunteer internship program.
- Maintain records and develop reports concerning new or ongoing programs and program effectiveness; maintain records of cable access programs; maintain and file program reports; prepare statistical reports as required.
- Monitor program compliance with laws, rules, and regulations related to cable access provisions, social media use, etc.
- Maintain awareness of new developments in the field of cable television; incorporate new developments, as appropriate.
- Maintain cooperative working relationships with those contacted in the course of work.
- Communicate clearly and concisely, both verbally and in writing.
- Maintain prompt and regular attendance.
- Employee must perform any other tasks or functions deemed necessary to the daily operations of the employer or as the situation requires.
- This position is always evolving. Therefore, employer reserves the right to modify this job description as necessary.

THE ABOVE LIST OF ESSENTIAL FUNCTIONS IS NOT EXHAUSTIVE AND MAY BE SUPPLEMENTED AS NECESSARY BY THE EMPLOYER.

WORKING CONDITIONS: Position requires sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting, and stooping in the performance of daily activities. This position also requires grasping, gripping, repetitive hand movement, and fine coordination in preparing reports, using a computer keyboard, and using video and camera equipment. The need to lift, carry and push tools, equipment, and supplies weighing 25 pounds or more is also required. May be exposed to working outside in the elements; hot, cold, and rain. Additionally, the position requires near and far vision in reading written documents. Acute hearing is required when providing telephone service and providing video service.

EXPERIENCE AND TRAINING GUIDELINES

A combination of experience and training that would provide the required knowledge and abilities is qualifying. In addition to possessing the knowledge and abilities required for the Senior Audio Visual Technician, the employee must have the knowledge of:

- Technical requirements of operating a cable access station.
- Basic operations, services and activities of a cable access program.
- Principles and practices of program development and implementation.

- Advanced knowledge of sound and recording equipment.
- Working knowledge of various lighting equipment.
- Recent developments, current Federal and State laws, and local codes relating to cable access television.
- Television and video equipment and production techniques for directing, editing, camera, audio, and graphics.
- Knowledge of various AV products i.e., Crestron, Extron, Bose, Vaddio, Allen Heath, Shure, etc..
- Knowledge of various hardware types, touch panels, codecs, DSP, and control systems.
- Good problem-solving skills.
- Creative thinking and artistic sensibility.
- Principles and procedures of record keeping and reporting
- Modern office organization and equipment and the use of a computer and related software applications.

EXPERIENCE: A minimum of four (4) years of professional, hands-on work experience in a variety of media and video production areas or television production; must include at least three (3) years of recent experience (within the last 5 years) in the production of live broadcasts.

EDUCATION: Equivalent to the completion of an Associate's degree from an accredited college or university with major coursework in digital media, media communications, broadcasting, audio/visual technology, information technology, or a closely related field.

LICENSES/CERTIFICATIONS: Possession of, and continuously throughout employment, a valid California Class "C" Driver's License or equivalent. AVIXA Certified Technology Specialist (CTS) Certification is preferred.

SUPPLEMENTAL INFORMATION: Successful candidates will be required to pass a drug screening, fingerprint screening, physical examination, and an abbreviated background investigation conducted by the Fontana Police Department.