

CITY OF FONTANA MULTIMEDIA PRODUCTION SPECIALIST II

DEFINITION: Under general supervision, performs advanced-level work in the planning, development, and production of multimedia content that supports the City's communication and outreach goals. This classification includes all duties performed by the Multimedia Production Specialist I, including producing live broadcasts, managing field and studio video shoots, and supporting audio/visual needs for City events and meetings. In addition, this role serves as the lead animated graphic designer for the production team, developing motion graphics and visual assets for multimedia platforms. The incumbent plays a key role in concept development, scriptwriting, and post-production, while also providing guidance and support to other team members on video, design, and technical assignments. Work may involve early mornings, evenings, and weekends as needed.

DISTINGUISHING CHARACTERISTICS

This is the journey-level class in the Multimedia Production Specialist series and serves as the advanced-level technical and creative lead for the Multimedia Team. This classification builds on the duties of the Multimedia Production Specialist I, with added responsibility for leading animated graphic design and high-end post-production efforts. Employees in this role exercise greater independence, serve as a subject matter expert in motion graphics, and may provide functional support to lower-level staff. The position operates with limited supervision and contributes to creative planning, branding, and visual strategy efforts.

ESSENTIAL FUNCTIONS: The following functions are typical for this classification. Incumbents may not perform all of the listed functions and/or may be required to perform additional or different functions from those set forth below to address business needs and changing business practices:

- Create compelling, story-driven videos that showcase the City's departments, programs and events, employees, and residents.
- Lead the creation of animated graphics and motion design content for videos, presentations, and digital platforms; stay informed of the latest trends and regularly incorporate new editing tools into work products as they become available.
- Provide direction and creative input on the visual identity of City's multimedia content.
- Edit projects of varying lengths and styles for all City media platforms in a way that increases shareability for social media, ensures quick turnaround times, and maximizes City outreach.
- Conduct video interviews with City elected officials, department heads, employees, and residents to increase brand awareness and support the City's communication and outreach goals.
- Operate and manage complex audiovisual (AV) equipment (cameras, microphones, switchers, etc.) to produce live meetings and broadcasts by operating and controlling multiple cameras, and multiple remote videoconferencing sites.
- Produce PowerPoint presentations for use in public meetings, training sessions, and/or live broadcasts.

- Produce podcast events by operating and controlling the audio mixer and sound booth.
- Maintain a highly organized file management system.
- Perform routine equipment checks/maintenance; maintain audio, video, and photographic equipment, ensuring that repairs and maintenance are done on a timely basis.
- Perform equipment troubleshooting of field, studio, teleconferencing, and broadcast equipment.
- Support and mentor other team members in multimedia production, video editing, and design techniques.
- Maintain skills up to date with the latest versions of software, hardware, and industry trends, as applicable.
- Establish and maintain cooperative working relationships with those contacted in the course of work.
- Effectively communicate, both verbally and in writing, with a variety of audiences.
- Maintain prompt and regular attendance.
- Sound judgement and attention to detail.
- 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.

The incumbent must have knowledge of:

- Video editing different types of content, such as event recaps, commercials, interviews, documentaries, and more, in Adobe Premiere Pro or similar platforms, such as broadcast TV, YouTube, Facebook, etc.
- Motion graphic animation in Adobe After Effects or similar, including working with existing templates or creating new ones, creating animated text that moves with style and is aesthetically pleasing, animating vector art to help explain concepts in informational videos, etc.
- Broadcast and video camera equipment, audio, lighting and grip, and chroma key compositing.

- Photographic skills in the areas of event, headshot, and landscape photography; with an understanding of photo editing.
- Microsoft Office and Adobe Creative Cloud applications, including Illustrator to modify vector assets and organize vector artwork layers for animation.
- Modern principles and practices of personnel administration.
- Principles and practices of training.
- Relevant tools, software, and/or technology used within the role.
- Understanding of organizational policies, procedures, and best practices.
- Principles and practices of excellent customer service.
- Knowledge of safe work practices, OSHA regulations, and workplace health and safety procedures to ensure a safe working environment.

The incumbent must have the ability to:

- Supervise, motivate, and train team members effectively.
- Make sound decisions in a timely manner.
- Manage and resolve conflicts or disagreements constructively.
- Perform administrative duties with minimal supervision.
- Use a personal computer, telephone, and other electronic devices, to access information, complete documentation, and communicate effectively.
- Understand and follow both oral and written instructions accurately.
- Identify issues, evaluate data, and implement effective solutions (problem solving).
- Manage multiple priorities and meet deadlines.
- Work collaboratively with others in a team environment.
- Perform tasks accurately and thoroughly, with a focus on quality.

EXPERIENCE AND EDUCATION:

Experience: At least three (3) years of professional experience in multimedia production, including video production, filming, editing, and/or field production. Experience with live or virtual event broadcasting, animated graphic design, and drone piloting is preferred.

Education: A Bachelor's degree from an accredited college or university in digital media, film or video production, graphic design, communications, broadcasting, journalism with an emphasis on media production, or a closely related field. Additional years of relevant experience may substitute for education on a year-for-year basis.

LICENSES AND/OR CERTIFICATIONS Possession of, and continuously throughout employment, a valid California driver's license.

Notes:

Classification established August 14, 2025