

DEFINITION

This is supervisory and advanced technical work performed with a broad range of specialization in the audio-visual/multi-media fields.

Work of this class involves the writing and producing of major audio-visual/multi-media presentations involving varying subject content and presenting a final product to a diverse community. Technical and production decisions are made within broad parameters and employees interpret and present appropriate programs independently.

Work will also include the supervision of subordinates and is performed within the framework of established policy; however, employees use initiative and ingenuity in developing programs and presentations. Supervision is received from a technical or administrative supervisor who reviews the work through observation and reports, and evaluates the incumbent's performance on the basis of achievement.

This class is distinguished from the Audio-Visual Technician II level by the full supervision of subordinates; performance of creative research to determine production parameters; liaison with consulting firms; the address of budget constraints; providing public, private, group or departmental instruction; and responding to inquiries related to a specific area of audio-visual specialization.

TYPICAL DUTIES*

Directs and participates in the operation of diverse projection and sound equipment to produce draft and final audio-visual effects involving a wide range of content for technically specialized areas.

Designs photographic and audio parameters and modifications to standard equipment to obtain best results.

Supervises subordinates in the preparation and presentation of communications material.

Studies literature relating to the area of specialization; selects and maintains files for information; prepares and presents instructive, informative or public relations oriented presentations to a wide variety of interest groups.

Maintains liaison with public and private groups to enhance the presentation of special programs or presentations and assists such groups in the provision of appropriate audio-visual material or subject information.

Ensures final product quality and accuracy; addresses time and production deadlines.

Controls an inventory system for collecting applicable audio-visual stock and supplies.

Assists in evaluating the market for audio-visual equipment.

Performs related work as required.



KNOWLEDGE, ABILITIES AND SKILLS

Considerable knowledge of audio-visual and related media production equipment use. Considerable knowledge of audio-visual techniques and practices.

Considerable knowledge of principles and practices involved in program production and presentation. Considerable knowledge of a specific area of technical specialization.

Ability to speak in public.

Ability to develop, assemble, organize and present factual information derived from a variety of sources.

Ability to write audit-visual scripts and/or edit the script preparation of others.

Ability to establish and maintain effective working relations as necessitated by working assignments. Advanced skill in the use of media equipment and state-of-the-art techniques.

TRAINING AND EXPERIENCE REQUIREMENTS

<u>Job Level</u>

University graduation in educational media and instructional technology plus a minimum of three (3) years' experience in various areas of specialization in the field of audio-visual production and program presentation, together with some supervisory experience; <u>or</u> graduation from a recognized program in audio-visual technology, plus five (5) years' experience in various areas of specialization in the field of audio-visual production and program presentation, together with some supervisory experience.

* This is a class specification and not an individualized job description. A class specification represents and defines the general character, scope of duties and responsibilities of all positions within a specific job classification. It is not intended to describe nor does it necessarily list the essential job functions for a specific position in a classification. Positions may perform some of the duties listed above but this does not necessarily qualify for placement into this classification.

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