

## COMMUNITY MEDIA COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: An incumbent of this position is responsible for managing cable programming broadcasts for the Town, including all phases of cable production (script, audio, lighting, cameras, sound, graphics, editing). The work includes maintenance, repair, and operation of all related equipment, such as television broadcast equipment, multimedia presentation equipment, projection systems, digital video and audio hardware and software components. Responsibilities include managing the taping, post production, cablecast and scheduling of programs. The incumbent is responsible for videotaping and/or editing for all Town programming, including but not limited to Town Board meetings, Town, school or local community activities, etc. Additionally the incumbent is responsible for creating and maintaining a properly documented archive of retrievable electronic information and programming in a variety of media such as videotapes, CDs, DVDs. The work also involves responsibility for updating and maintenance of the Town website, including providing streaming video programs. The work is performed under general supervision, requiring the exercise of independent judgment in carrying out details of the work. Supervision may be exercised over volunteers or other employees who may assist with production and editing work. Performs related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative only)

Records (including camera work as needed) and edits public service announcements for cable TV station broadcast and/or radio;

Records (including camera work as needed) and edits educational videos about Town services;

Works with various aspects of web video, digital compression codecs, content and composition as related to delivery for various end users, sets up lighting and multi-camera shoots;

Operates camera during multi-camera location shoots to ensure appropriate coverage of events;

Works with representatives of various community programs;

Shoots and processes digital photographs;

Uses computer applications or other automated systems such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments.

Maintains and updates Town website including streaming video, scroll, TV program schedules, event and general community information, as needed;

Performs a variety of related duties as required.

*Typical Work Activities are intended only as illustrations of possible types of work that might be appropriately assigned to an incumbent of this title. Work activities that do not appear above are not excluded as appropriate work assignments, as long as they can be reasonably understood to be within the logical limits of the job.*

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Good knowledge of principles and practices of public access broadcasting; good knowledge of broadcast equipment; ability to produce and direct electronic news gathering/electronic field production, multi camera switching, and studio television productions; good technical aptitude and ability stay current with changes in technology; ability to use computer applications, including applications specific to video and graphics editing and production; ability to develop and maintain effective working relationships; ability to communicate effectively, both orally and in writing; ability to work under pressure; resourcefulness; dependability.

MINIMUM QUALIFICATIONS: Either

- a) Bachelors degree in Telecommunications, Broadcasting or a closely related field and four (4) years experience in public access television, telecommunications, media operations or production, or broadcasting; or
- b) Bachelors degree and six (6) years experience in public access television, telecommunications, media operations or production, or broadcasting; or
- c) An equivalent combination of training and experience as described in a) and b) above.

PLEASE NOTE: Education beyond the secondary level must be from an institution accredited or recognized by the Board of Regents of the New York State Department of Education as a post secondary, degree-granting institution.