

Pinellas County Sheriff's Office

"Leading The Way For A Safer Pinellas"



AUDIO-VISUAL/MULTIMEDIA SPECIALIST

JOB CODE: 30290	PAY GRADE: 16	PAY RANGE: \$47,740 - \$76,384
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GENERAL DESCRIPTION

Under the supervision of the Communications and Public Education Manager, the main focus of this position is to serve as a primary creative advisor and producer in the development of a variety of videos for promotion of Sheriff's Office programs and services, public service announcements, and training/employee-related topics. This position will also aid in the creation of graphic design materials that convey information or promote programs and services of the Sheriff's Office. Works in collaboration with agency personnel to produce a variety of video products for broadcasting, compression output, webcasting, video streaming, and digital distribution. Work is reviewed through observation and results obtained.

SUPERVISES OTHERS: No

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Plans and facilitates studio and field-based video production work for various internal and external audiences;
- Performs pictorial, portrait, and action photography in various settings;
- Operates audio-visual and studio equipment, including studio cameras, mini-cams, DSLR cameras, teleprompter, lighting equipment, and audio equipment;
- Maintains inventory of equipment and supplies;
- Maintains a preventive maintenance program for and arranges for maintenance and repair of audio-visual and/or computer equipment;
- Operates a computer to produce illustrations and graphic design with programs like Photoshop and InDesign;
- Edits public service announcements and web videos, color correction, sound mixing, and creating motion effects;
- Contributes to creative solutions, production scheduling, and final product delivery
- Create storyboards to convey creative ideas;
- Records, edits, and assembles recorded raw material into suitable finished products for various agency purposes;
- Coordinates pre-production activities which involves interacting with clients and operating all portable video and audio equipment; transports and sets up lighting and audio equipment;

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- Performs video post-production tasks, which includes reviewing footage, applying edits, computer graphics, special effects, music, sound design, and color treatment in accordance with final video production concept guidelines;
- Makes video products available in a variety of formats including DVDs, streaming media files, and shared drives like Google Drive and Dropbox;
- Publishes, organizes, and optimizes media on third-party websites such as YouTube, Facebook, Twitter, and other social media platforms;
- Manages and organizes a library of footage and ensures that all content is backed up appropriately and is easily accessible;
- Provides input on photographic and audio-visual needs for budget preparation
- Performs related work as provided;
- Participates in Sheriff's Office recruitment and community relations activities as directed.

Regular and reliable attendance is required as an essential function of the position.

This position may be considered essential and, in the event of an emergency or natural disaster, may be required to work.

This list is not intended to be all-inclusive, and you may not be responsible for every item listed. The employer reserves the right to assign additional functions and responsibilities as necessary.

QUALIFICATIONS

- Graduation from an accredited college or university with an Associate's Degree in Video Science or related field AND four (4) years' experience of administrative and technical work involving various video productions, photography, and graphic design, OR
- High School graduation or equivalent diploma from an institution accredited by an accrediting body recognized by the U. S. Dept. of Education or licensed as a degree granting institution by the Commission for Independent Education AND six (6) years' experience of administrative and technical work involving various video productions, photography, and graphic design.
- Or equivalent combination of education and experience.
- Must possess a valid Florida driver's license.



KNOWLEDGE, SKILLS, AND ABILITIES

- Comfortable handling multiple projects from beginning to end and creating inspired solutions with tight and changing deadlines.
- Possess a keen eye for detail, excellent listening, written, and verbal communication skills.
- Ability to work successfully in a team environment, as well as work independently and exercise sound professional judgment with minimal supervision.
- Desire to work collaboratively; assist where needed; respond positively to constructive feedback.
- Knowledge of accepted industry standards in video production and the programs best suited for the job.
- Knowledge of graphics design and computer graphics programs to create and design multimedia materials.
- Ability to manage the progress of assigned projects in an organized and independent fashion without requiring close supervision while meeting established deadlines.
- Needs to be organized and able to media manage; video editing skills.
- Communication skills, both verbal and written, to articulate design concepts and proposals, and complete work responsibilities in every facet of position's workload.
- Ability to operate a motor vehicle, computer, cameras, audio-visual, and standard audio equipment.
- Ability to perform all functions of the job classification without posing a direct threat to the health or safety of other individuals in the workplace.



PHYSICAL ABILITIES

Physical abilities listed below may have estimates listed of time spent during a typical work day to perform essential functions and responsibilities. Members in this position must be able to perform the following:

- Visual acuity of 20/30 vision standard in each eye; if corrective lenses must be used to satisfy 20/30 vision standard, uncorrected vision should be no worse than 20/100 in each eye.
- Hearing acuity, single hearing levels should not exceed 25 decibels at either 500, 1000, or 2000 Hz nor exceed 30 decibels at 3000 Hz frequencies in each ear.
- Ability to drive a motor vehicle in a safe and efficient manner.
- Ability to properly identify colors.
- Sit up to 8 hours per day.
- Stand up to 4 hours per day.
- Walk up to 1 hour per day.
- Drive up to 1 hour per day.
- Frequently lift equipment up to 40 lbs.
- Bend, reach, or twist.
- Position requires both office and field work.