



CLASSIFIED
Job Class Description
Equal Employment Opportunity

MADERA UNIFIED SCHOOL DISTRICT
PERSONNEL COMMISSION
APPROVED MOTION NO. 60-2020/21
DOCUMENT NO. 33-2020/21
DATED: 06/28/2021

VIDEOGRAPHER

DEPARTMENT/SITE: Accountability &
Communications

REPORTS TO: Executive Director of Accountability
and Communications

SALARY SCHEDULE: Classified

SALARY RANGE: 40

WORK YEAR: 12 Months (261 Days)

FLSA: Non-Exempt

PURPOSE STATEMENT:

Under the general direction of the Executive Director of Accountability and Communication, the Videographer oversees video production services across all campuses; produces and provides promotional, educational, and event-based videos for viewing by audiences internal and external to the District; manages the process for quality and efficiency relating to all assigned video productions. The incumbents in this classification provide clear and positive video and audio images of the school community and its activities which directly supports student learning and achievement.

DISTINGUISHING CHARACTERISTICS

Positions in this class promote a positive image of the District, its schools, and programs, which conforms to its mission through the creation of video and audio content and through professional appearance, actions and interaction with project constituents and general public.

ESSENTIAL FUNCTIONS, DUTIES, AND TASKS:

The following alphabetical list of functions, duties, and tasks is typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform other closely related or department-specific functions, duties, and tasks from those set forth below to address business needs and changing business practices.

- Conceives of and develops creative solutions for addressing school initiatives and strategic goals through audiovisual assets.
- Determines content and format of productions.
- Develops and generates ideas for school video projects for the Communications Department.
- Develops material used for shooting videos and conducting field interviews.
- Edits captured snippets of film into a cohesive story
- Edits material for television broadcast, social media, web applications or other display and distribution modes.
- Encodes/compresses video projects for output.
- Ensures conversion of existing video formats for video editing.
- Ensures quality control of and successful implementation of all technical and production aspects of assignments including those requiring special lighting, multiple locations, special audio needs, custom graphics and animation, and video/audio creativity of all aspects of the shoot and post-production.
- Ensures that all equipment is maintained and stored in proper working order.
- Executes shoots on-site/on location including audio, camera operation, talent directions.

- Goes regularly to staff meetings.
- Incorporates/applies computer graphics and other special effects for video post-production in accordance with the overall production concepts as needed to enhance and complete projects.
- Interviews students, staff, faculty, alumni and others as part of a larger creative piece as well as ensuring that valuable sound bites are captured in a variety of formal and informal settings.
- Maintains the District video gallery, and YouTube channel.
- Makes video products available in a variety of formats, observing brand standards and ensuring consistency and relevance to production.
- May schedule guests as needed for video shoots.
- Monitors the technical quality of end product and coordinates internal and external duplication services as required.
- Operates editing equipment and implements a variety of positive and negative feedback from various sources.
- Participates in projects to integrate new video technologies and testing new hardware and software.
- Plans and performs video post-production tasks, including reviewing footage, making editorial decisions, logging, rough cuts, audio adjustment, color correction, combining and adding photographs, motion pictures, motion graphics, animation, audio and music, and final editing using appropriate software such as Adobe Premiere.
- Produces educational, instructional, or event-based videos as requested by the communications team including defining objectives, shooting in studio and remote locations.
- Recommends new video support systems and hardware and software technologies based on analysis of the District's present and projected future needs.
- Scouts shoot locations to assess possible obstacles in filming and provide solutions or alternatives.
- Stays informed about the current state of and future advances in video production technology and distribution methods.
- Supports when directed the maintenance of the district's video production archive.
- Uploads videos to the District's Google Drive Media Library.
- Performs other related duties as assigned for ensuring the efficient and effective functioning of the work unit and the District, including various mandatory District trainings.

KNOWLEDGE, SKILLS, AND ABILITIES

(At time of application)

Knowledge of:

- Principles, techniques, and equipment involved in electronic media productions and familiarity with videotaping styles, formats, and editing techniques as well as graphic design.
- Computer hardware and software and other devices pertaining to video creation and production such as digital video cameras, microphones, and video editing equipment and software
- Photoshop, Premiere Pro and other Adobe programs at an advanced level of application and use.
- Computerized tape editing applications and procedures
- Professional audio and/or video tape editing and post-production procedures
- Software appropriate to a marketing and communications office including Google Chrome, Microsoft Office
- Modern office equipment and its use and applications
- Must have access to and use of their own transportation

Skills and Abilities to:

- Meet artistic, technical and practical production challenges
- Operate, maintain, troubleshoot, and perform repairs to digital audio and video equipment
- Manage time, equipment, other resources, and schedules efficiently and effectively while working under significant time pressures

- Work effectively with teachers, administrators, students, colleagues, and a wide variety of the public
- Analyze situations and adopt effective courses of action
- Maintain cooperative working relationships with both employees and the public
- Maintain physical and digital records
- Configure, operate and maintain studio and/or field audio, lighting and associated production equipment
- Ability to operate, maintain, troubleshoot, and perform repairs to audio and video equipment.
- Determine which equipment will be best suited to the production project at hand
- Clean and disassemble hardware
- Set up and tear down cameras, audio recorders, lighting, microphones, and props
- Calibrate and maintaining equipment
- Perform small repairs on broken equipment
- Prepare background film or "B" rolls as well as live feed
- Troubleshoot problems with equipment; make minor repairs as needed
- Interview people and create a film clip via editing raw footage
- Insert closed captioning, graphics, or on-screen text into a video
- Adding computer graphics and special effects to enhance appeal and messaging of a video

RESPONSIBILITY:

Responsibilities to include working under general supervision using standardized routines; leading, guiding, and/or coordinating others; and operating within a defined budget. Utilization of resources from other work units is often required to perform the job's functions. There is a continual opportunity to have some impact on the organization's services.

JOB QUALIFICATIONS / REQUIREMENTS:

(At time of application and in addition to the Knowledge, Skills, and Abilities listed above)

EDUCATION REQUIRED:

A high school diploma or equivalent. An Associate's or Bachelor's degree with emphasis in television production, electronic media or related area is preferred.

EXPERIENCE REQUIRED:

At least one year of responsible experience in the electronic media production field that demonstrates the required knowledge, skills and abilities listed above.

LICENSE(S) REQUIRED:

- Valid, current California Driver's License to drive personal vehicle to various sites in and outside of the District to video and photograph various events and activities.

CERTIFICATIONS AND TESTING REQUIRED:

- Pass the District's applicable proficiency exam for the job class with a satisfactory score
- After offer of employment, obtain:
 - Criminal Justice and FBI Fingerprint Clearance
 - Negative TB test result plus periodic post-employment retest as required (currently every four years)

WORK ENVIRONMENT / PHYSICAL DEMANDS:

(Must be performed with or without reasonable accommodations)

- Work is primarily indoors, occasionally outdoors, and requires sitting and/or standing for extended periods
- Lift and move equipment and other objects weighing up to 50 pounds
- Dexterity of hands and fingers to operate a computer keyboard, cameras, video equipment, other office

equipment, and to maintain paper files and documents

- Use hands and fingers to grasp, hold, and manipulate objects
- Kneeling, bending at the waist, sitting, squatting, crawling, stretching and reaching overhead, above the shoulders, and horizontally, and climbing ladders to place equipment and wiring and retrieve and store files and supplies
- Hearing and speaking to exchange information in person or on the telephone
- Visual acuity to see/read documents and computer screen
- Frequent operation of a personal vehicle, and occasional operation of a District vehicle, to travel within and outside the district for work assignments, meetings, training sessions and assisting staff at school sites
- Exposure to intermittent noise and interruptions typical of a school environment and public events
- Potential for contact with blood-borne pathogens and communicable diseases