



CITY OF COLLEGE PARK

Class Description

Job Title: Videographer and Television Production Specialist

Reports to: Communications & Events Manager

FLSA Status: Exempt

General Description:

The purpose of this class within the organization is to provide a professional responsible for creating high-quality video content that supports the communication efforts of the City, by performing various technical, creative, and administrative video production duties. Including, but limited to writing, editing text and scripts; procuring visuals, music, and narrators; obtaining necessary copyright permissions; coordinating production; producing and editing video; integrating text and graphics overlays; setting up and marketing final product.

The Videographer will film and edit events, producing promotional and informational videos, a recurring video and/or audio series, and capturing live-streaming content.

In addition, the Videographer will program and manage the City's cable and YouTube channels and create content for social media. The position requires availability to work some evenings, holidays, and weekends in addition to having reliable transportation to/ from events.

This class works under close supervision according to the set procedures and reports to the Communications and Events Manager.

Duties and Responsibilities

The functions listed below represent the majority of the time spent working in this class. Management may assign additional roles related to the type of work of the class as necessary.

Essential Functions:

Create original content promoting and informing the City and its community, live recording and broadcast of City Council meetings, and oversight of all programming on the City's government video channels.

Collaborate with the Communications team to understand the video needs of the City and ensure that all video content is aligned with the department's communication goals.

Create and produce promotional videos highlighting the municipal government's work and promoting community events.

Attend and film events, such as special City council meetings, community events, ribbon cuttings, news-worthy events, and press conferences.

Edit footage to include titling, color correcting, b-roll, graphics generation, and final delivery to create high-quality video content that can be used for distribution and promotion across multiple mediums.

Set up and operate live streaming equipment to capture important events and meetings.

Ensure that live streaming content is high quality and that all technical aspects of the stream function properly.

Maintain and update the municipal government's video equipment, ensuring it is in good working order and meets the organization's needs.

Manage and program the City's cable and YouTube channels, creating new and adjusting current content to be professional, curated, and high-quality.

Responsible for the equipment identification and selection for each event, including but not limited to locating, music selection, props, spokesperson, shot, and language scripting.

Meets with City staff to ensure coverage of pertinent events and activities; assists in developing and producing promotional materials, including writing and producing television promotional spots, packages, and features.

Assists with programming the City's government access channel by readying and sequencing selected programs for replay on air, creating and revising computerized program schedules, and preparing "community bulletin board" information for the playback system.

Provides audio/visual support to staff for internal and external purposes.

Works with City departments to produce educational, training, and safety videos upon request.

Additional Duties:

Assist with communications-related tasks, especially during peak work volumes.

Simultaneously coordinate and manage multiple projects to prioritize and organize tasks and objectives to meet firm deadlines and shift priorities when needs change.

Research and remain current on the developments and applications of state-of-the-art video production technology.

Contributes related content to the City's website, newsletters, and social media.

Other administrative duties as assigned.

Responsibilities, Requirements, and Impacts

Data Responsibility:

Data Responsibility refers to information, knowledge, and conceptions obtained by observation, investigation, interpretation, visualization, and mental creation. Data are intangible and include numbers, words, symbols, ideas, concepts, and oral verbalizations.

Collects, classifies, or formats data or information under a prescribed schema or plan, facilitating the identification and extraction of useful information.

Must be proficient in Microsoft Office and Adobe Creative Suite software applications.

Proficiency with video editing software, such as Adobe Premiere or Final Cut Pro.

Knowledge of lighting, composition, camera/lens combinations, theory and techniques of modern digital photography, cinematography and audio.

Proficiency in video pre-production, concept, scripting, post-production, and motion graphics.

People Responsibility:

People include co-workers, workers in other areas or agencies, and the general public.

Interacts with persons of varying ages and backgrounds.

Asset Responsibility:

Assets responsibility refers to the responsibility for achieving economies or preventing loss within the organization.

Requires responsibility for achieving minor economies and/or preventing minor losses by handling or accounting for materials or supplies.

Requests, tracks, and monitors supplies, materials, and equipment to operate an event or activity.

Mathematical Requirements:

Mathematics requires the use of symbols, numbers, and formulas to solve mathematical problems.

Uses addition, subtraction, multiplication, division, and/or calculates ratios, rates, and percentages.

Communications Requirements:

Communications involves the ability to read, write, and speak.

Reads technical instructions, procedures manuals, and charts to solve practical problems, such as routine office equipment operating instructions.

Communicate complex ideas concisely and effectively in oral, written, and electronic formats. Give, understand, interpret, and execute detailed oral and written instructions.

Strong interpersonal and communication skills, with the ability to work well with others and manage multiple projects simultaneously.

Experience with video storyboarding, shooting, and editing, posting to social media, government access television channels, and websites.

Ability to be on camera/microphone and communicate verbally in a public setting.

Judgment Requirements:

Judgment requirements refer to the frequency and complexity of judgments and decisions given the stability of the work environments, the nature and type of guidance, and the breadth of impact of the judgments and decisions.

Responsible for guiding others, requiring a few decisions, affecting the individual and a few co-workers. Must be able to organize and manage time for multiple activities.

Complexity of Work:

Complexity addresses the analysis, initiative, ingenuity, concentration, and creativity required by the job and the presence of any unusual pressures present in the job.

Requires attention to detail with periods of concentration for accurate results or occasional exposure to unusual pressure.

Excellent organizational skills with the ability to multitask under pressure.

Exercises considerable initiative and creativity in performing various video and audio production functions and producing professional television programming within the guidelines and policies of the City.

Impact of Errors:

Impact of errors refers to consequences such as damage to equipment and property, loss of data, exposure of the organization to legal liability, and injury or death for individuals.

The impact of errors is serious – it could impact the City's image and reputation.

Physical Demands:

Physical demands refer to the requirements for physical exertion and coordination of limb and body movement. Physical demands are light, and working conditions are good.

Must be able to perform moderately heavy lifting; effectively use and operate various items of office-related equipment; effectively make rational decisions through sound logic and deductive processes.

Must be able to stand and walk for extended periods during events and work various hours to accommodate events.

Ability to set up and operate live streaming equipment.

Ability to work flexible hours, including evenings and weekends, as required.

Equipment Usage:

Equipment usage involves responsibility for materials, machines, tools, equipment, work aids, and products.

Handles or uses work aids involving little or no latitude for judgment regarding the attainment of a standard or in selecting appropriate items.

Uses and performs routine maintenance on various production equipment, including cameras, tape machines, microphones, television monitors, character generators, modulators, and other accessories.

Operates and maintains playback systems.

Proficient in one or more advanced filmmaking techniques including but not limited to the operation of: 3-axis gimbals, motion-control time-lapse photography equipment, and camera drones (with FAA commercial drone license).

Experience working with photography and use of DSLR camera.

Unavoidable Hazards:

Unavoidable hazards refer to the job conditions that may lead to injury or health hazards even though precautions have been taken.

Some may be exposed to various weather conditions during events.

Safety of Others:

Safety of others refers to the level of responsibility for the safety of others, either inherent in the job or to ensure the safety of the general public. (Does not include the safety of subordinates).

Requires some responsibility for the safety and health of others and/or for occasional enforcement of public safety standards.

Is knowledgeable of first aid practices and techniques.

Minimum Education and Experience Requirements:

Bachelor's degree in videography, film production, or a related field.

Two (2) years of high-level experience in videography, with experience in filming and video editing.

Computer proficiency in Microsoft Office and Adobe Creative Suite software applications.

Experience working in a public sector environment is preferred.

Must have reliable transportation to attend meetings and events.

Special Certifications and Licenses:

A valid driver's license with the state of residence.

Americans with Disabilities Act Compliance

The City of College Park, MD, is an Equal Opportunity Employer. ADA requires the City to provide reasonable accommodations to qualified persons with disabilities. Prospective and current employees are encouraged to discuss ADA accommodations with management.