



**COMMUNICATIONS SPECIALIST I
(Video Producer/Director/Writer)**

DEPARTMENT: Human Resources/Communications

NATURE OF WORK:

Performs responsible, entry level work in the areas of video production, cable programming, and marketing of local government TV channel, and/or public information, writing, editing, media relations, photography, and publications. Work is performed under the direct supervision of the Chief Video Engineer.

ESSENTIAL FUNCTIONS OF THE JOB:

Produces, directs, writes monthly news magazine program that highlights County events, services, and programs. May serve as on-air host as needed.

Develops JCC TV48 productions, including development and production of new program concepts in tandem with Communications Coordinator and Communications Director.

Provides various video production training and direction to staff, interns, and volunteers.

Develops and promotes JCC TV48 marketing plan to encourage local viewership.

Researches, writes, and scripts programs; serves as or schedules hosts, guests, and technical support; may operate camcorder, studio cameras and other equipment as needed.

Develops overall JCC TV48 programming schedule with communications staff to release timely and message-driven public information.

Monitors programs on public access Channel 46 for compliance with policies and procedures; schedules and assists with production as required.

Assists with scheduling and preparation for video production; coordinates talent, location logistics, and other preproduction needs.

Works as emergency public information officer during County-wide crises.

OTHER JOB FUNCTIONS AS ASSIGNED:

Assists with writing and coordinating various County publications.

May develop news releases on assigned topics.

May assist in scheduling photography and other appropriate publicity when necessary.

Edits video production using non-linear systems as required.

Conducts comprehensive training sessions to all Board Room users on the operation of equipment for presentation and general room use.

May compile, edit, and type information into character generator.

Composes and prepares memoranda and correspondence.

Assist in coordinating special events as needed.

Assists a variety of staff, appointed and elected officials, and County Administration in communicating messages through video.

Assists Communications staff in determining annual budget needs.

Practices continuous learning through individual study, classroom training, seminars, and conferences.

Performs work safely in accordance with department safety procedures and the County Safety Program. Operates equipment safely and reports any unsafe work condition or practice to Supervisor.

May be required to report to work to serve customers during emergency conditions. May be assigned to report at a different time and location and to perform different duties as necessary.

Performs related work as required.

JOB LOCATION AND EQUIPMENT OPERATED:

Duties are performed in an office setting, County cable studio, Board Room, and/or various locations throughout the County. Requires the ability to travel to and from assigned work locations, attendance at night meetings, evening, and weekend events. Operates standard office equipment including telephone, computer keyboard, calculator, and copier. Operates video field equipment, microphones, studio cameras, character generator, and other video equipment as needed.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Requires knowledge of:

- Principles, technology, and techniques of live and remote television and video production and equipment.
- Principles and techniques of information gathering, research and scripting.
- Marketing techniques.
- Pertinent copyright regulations.
- Correct English usage, vocabulary, spelling, grammar, and punctuation.
- Computer operations and related software.

Requires ability to:

- Operate various audio and video field production equipment.
- Develop program ideas and write scripts to produce engaging and informative TV programs.

- Meet deadlines.
- Work within a team or individually and take initiative to organize all aspects of video production in a deadline-oriented environment.
- Manage multiple projects.
- Communicate orally and in writing to express ideas and thoughts clearly, concisely, and effectively, and creatively.
- Assist with training and workshops.
- Continually and consistently interact positively, pleasantly, and professionally with all citizens and employees and the media.
- Proof and edit documents.
- Maintain confidentiality of privileged information obtained during course of work.

MINIMUM QUALIFICATIONS:

Bachelor's Degree in journalism, mass communications, public relations, or a closely related field. Work experience in video production, scripting, and cable programming preferred, or any combination of education and experience providing the required knowledge, skills, and abilities.

NECESSARY SPECIAL QUALIFICATIONS:

Requires a valid Virginia driver's license.

Requires work during County-wide emergencies.

Date: November 2006
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IDENTIFICATION OF GENERAL APTITUDES AND PHYSICAL REQUIREMENTS

Position Title: Communications Specialist I (Video) Position Number: 539
Department: Human Resources Division: Communications

The Americans with Disabilities Act requires that we identify the general aptitudes and physical requirements needed to perform the job listed above. Individuals who have the position must be able to perform all essential job functions unaided or with reasonable accommodation.

I. *Mental Abilities:* General learning ability. The ability to “catch on” or understand instructions and underlying principles.

- Ability to understand and follow oral instruction
- Ability to understand and follow written instruction
- Ability to guide and/or give instructions
- Ability to make decisions in accordance with established procedures and policies
- Not essential to job function

II. *Verbal Abilities:* Ability to understand meanings of words and ideas associated with them and to use them effectively. To comprehend language, to understand relationships between words, and to understand meanings of whole sentences and paragraphs. To present information or ideas clearly.

1. Speaking/Talking:

- Answer telephone, radio or switchboard
- Communicating with County officials
- Communicating with general public
- Communicating with vendors
- Communicating with supervisors and/or with other employees
- Communicating with other _____
- Not essential to job functions

2. Hearing/Listening:

- Ability to distinguish between different tones
- For communication with County officials, public, vendors, supervisors and/or other employees
- Not essential to job function.

3. Reading: (ability to read and understand text)

- Essential to job function
- Not essential to job function

III. Numerical: Ability to perform arithmetic operations quickly and accurately.

- Ability to mentally perform accurate two digit calculations
- Ability to perform accurate calculations aided by a calculator, adding machine or measurement device

IV. Spatial Abilities: Ability to comprehend forms in space and understand relationships of plane and solid objects. May be used in such tasks as blue print reading and in solving geometry problems. Frequently described as the ability to “visualize” objects of two or three dimensions, or to think visually of geometric forms.

- Essential function
- Not essential function

V. Motor Coordination: Ability to coordinate eyes and hands or fingers rapidly and accurately in making precise movements with speed. Ability to make a movement response accurately and quickly.

1. Manual Dexterity: Ability to move the hands easily and skillfully. To work with the hands in placing and turning motions.

- | | |
|--------------------------------------------------------|-------------------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> Use telephone | <input checked="" type="checkbox"/> Manipulate computer keyboard and mouse |
| <input type="checkbox"/> Use switchboard | <input type="checkbox"/> Use postage machine |
| <input checked="" type="checkbox"/> Use radio/console | <input type="checkbox"/> Use hand tools |
| <input checked="" type="checkbox"/> Use a calculator | <input type="checkbox"/> Use power tools |
| <input checked="" type="checkbox"/> Use a copy machine | <input checked="" type="checkbox"/> Other: <u>various audio and video equipment</u> |
| <input checked="" type="checkbox"/> Use a fax machine | <input type="checkbox"/> Not essential to job function |

2. Finger Dexterity: Ability to move the fingers and manipulate small objects with the fingers rapidly or accurately. For example: electrical wiring.

- Essential to job function
- Not essential to job function

Explain: Typing, editing, camera operation

VI. Physical Demands:

1. **Strength:** The quality, state or property of being strong. The power to withstand strain, force, or stress.

Please check (✓) in appropriate boxes below.

Ability to manipulate materials and/or equipment (lbs)							Frequency of Manipulation		
	5-	5-10	10-15	15-25	25-50	50+	Occasionally	Frequently	Continuously
Lift					✓		✓		
Push/Pull					✓		✓		
Hold/Carry					✓		✓		

Manipulation done from: ground to waist waist level waist to shoulder above shoulder
(Check all that apply)

Not essential to job function: Lift Push/Pull Hold/Carry (Check all that apply)

2. **Climbing:** To move up or mount by using the hands or feet.

- | <u>Ladders</u> | <u>Stairways</u> | <u>Steps</u> |
|-----------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> Step stool | <input type="checkbox"/> 1 flight | <input type="checkbox"/> 1-2 |
| <input checked="" type="checkbox"/> 8' to 10' step ladder | <input checked="" type="checkbox"/> 2 flights | <input type="checkbox"/> 2-3 |
| <input type="checkbox"/> Extension ladder | <input type="checkbox"/> 3 or more flights | <input checked="" type="checkbox"/> 4 or more steps |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Other _____ | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Not essential to job function | <input type="checkbox"/> Not essential to job function | <input type="checkbox"/> Not essential to job function |

3. **Ability to Stand, Sit, Walk, and Run:**

Please check (✓) in appropriate boxes below.

	Duration (hours/day)						Occasionally	Frequently	Continuously
	0-1	1-3	3-5	5-7	7-9	9+			
Stand		✓					✓		
Sit			✓					✓	
Walk			✓				✓		
Run	✓						✓		

If walking or running, over what type of terrain? flat rough both

Not essential to job function: Stand Sit Walk Run (Check all that apply)

4. Stooping, Kneeling, Crouching, and /or Crawling:

To bend forward or down from the middle of the waist or the middle of the back, to bend downwards, to lower oneself and/or to move freely on hands and knees.

Daily Amounts

- 0-5x 5-20x 20-50x 50+x
- Other _____ Not essential to job function

5. Reaching, Handling, Fingering, and/or Feeling:

To stretch out, extend, or put forth a bodily part. To touch or grasp something, by extending or stretching. To touch, lift, hold or operate with the hands.

Daily Amounts

- 0-5x 5-20x 20-50x 50+x
- Other _____ Not essential to job function

6. Seeing: To perceive or comprehend by the sense of sight.

Essential to job function: These characteristics are necessary (Check all that apply)

- Peripheral vision
- Night vision
- Focus (distinctness or clarity)
- Color perception (discriminate between colors)
- Depth perception (determine distance relationship between objects)

VII. Driving: The ability to transfer or convey in a vehicle.

Transmission	Standard	Automatic	Multi-Gears
Car	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Van	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Small Truck	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Medium Truck	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Large Truck	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Truck w/Equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heavy Bus Equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not essential to job function	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Other (list) _____			

Date: November 2006
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