



STATE OF NEVADA
Department of Administration
Division of Human Resource Management

CLASS SPECIFICATION

<u>TITLE</u>	<u>GRADE</u>	<u>EEO-4</u>	<u>CODE</u>
DIGITAL MEDIA SPECIALIST	33	B	7.816

Within the Nevada Department of Transportation (NDOT), the Digital Media Specialist plans, coordinates, schedules and performs video and photographic production by assignment or by request from departmental staff or other agencies; produces video products and processes photographs; archives videos and photographs with identifying information; and maintains video and/or photographic and peripheral equipment and supplies. Video and photographic products may include DVD's, media files, digital images, photo slides, and prints in a variety of sizes. Video and photographs are prepared for use on websites, social media outlets, in print, webcasting, for internal communications or for television broadcasting.

Provide video and photo coverage of a wide variety of events, clients, dignitaries and the public, at the request of NDOT, the Governor's Office, other State departments/divisions/agencies; coordinate with requesting office/agency to ensure coverage of event with quality video and/or photographs with accurate captions.

Provide customer service to clients/or supervisors through scheduling, assigning and coordinating video and photo assignments; determine location, equipment and lighting needed; set up, operate, troubleshoot, take down, and ensure security of video and photographic equipment.

Produce a variety of photographic products from images; organize, edit and archive images; make proofs or proof sheets and/or scan into computer.

Digitally preserve historical images and pictures using scanners, digital cameras or film based large format copy cameras, and produce prints as requested.

May maintain and repair video and photographic equipment by cleaning and replacing parts or sending out for repair; ensure proper handling, transport, and storing of cameras, lenses and related accessories in order to keep equipment in good working order.

Develop and maintain quality control procedures and standards for digital based processes including, but not limited to, black and white processing, color managed digital workflow including monitors, printers, scanners and digital cameras, and outsourced image production.

Perform video pre-production; coordinate with requesting agency officials and others to determine overall objective and/or message; develop storyboards, scripts, video plans and other materials; determine site location, camera positions, lighting, and select staff and/or professional talent to appear and/or narrate.

Organize and direct field and studio-based audio and video recordings to include, but not limited to, planning, directing, filming and adjusting/altering plans due to last minute additions and/or unforeseen events.

Perform video post-production to include, but not limited to, reviewing and selecting video footage, making sound/audio adjustments, selecting music, correcting color, adding narration, selecting graphics, and adding special effects; produce final video products in a variety of formats including DVD and media files.

Operate a variety of video and photographic equipment such as cameras, digital cameras, video cameras, lighting equipment, sound equipment, industrial video recorders, computerized editors, special effect generators and duplication equipment.

Establish and maintain stock level of video and photographic supplies; monitor materials on hand, research and order replacements in order to maintain sufficient levels of the various types of video and camera supplies.

Establish and maintain a computerized video and photographic filing/archiving system; categorize; archive and store video and images using cross-reference indexes.

Establish and maintain a video and photographic work order control procedure to complete billing for each job; monitor status of work assignments and ensure work is done in a timely manner.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

EDUCATION AND EXPERIENCE: Bachelor’s degree from an accredited college or university with major coursework in photography, journalism, film, art or related field and three years of professional experience planning, scheduling, directing, filming and editing video production assignments. This experience must also include at least one year of professional experience scheduling and directing photo assignments, taking photographs, developing or digitally processing photographs, maintaining a photo laboratory or automated processing software and associated photographic equipment, and developing and maintaining a photo filing system or automated photo gallery; **OR** an equivalent combination of education and experience as described above.

ENTRY LEVEL KNOWLEDGE, SKILLS AND ABILITIES (required at the time of application):

Detailed knowledge of: video production principles and practices to include pre- and post-production; a wide range of video equipment to include digital video cameras, audio, lighting, and editing; a wide range of video editing software. **Working knowledge of:** advanced camera techniques including depth of field, shutter speeds and selective focusing; video and camera operation and care; digital and laboratory printing processes; mass media laws and guidelines; photo consent/media release and confidential information; Federal Communications Commission (FCC) and copyright laws and guidelines; personal protective safety precautions. **General knowledge of:** computer database management and spreadsheet programs; suppliers and availability of video and photo materials; video and photographic quality control procedures. **Ability to:** organize and direct field and studio-based assignments; make editing decisions include, but not limited to, video footage, sound, narration, music, and computer graphics used to create final product; select appropriate staff and/or contract talent; communicate effectively both verbally and in writing; work effectively with coworkers, persons in other departments and clients; listen to client requirements and make appropriate recommendations; work in a variety of geographic locations and/or extreme climates; work independently and adapt to quickly changing situations; understand the principles of composition, lighting, color, texture and form to produce original, creative and technical photographic work; conceptualize visual images provided verbally or in written form; operate various types of cameras and related video and photographic equipment; write concise, grammatically correct business correspondence; work independently and adapt to quickly changing situations.

FULL PERFORMANCE KNOWLEDGE, SKILLS AND ABILITIES (typically acquired on the job):

Working knowledge of: digital asset management systems; departmental rules, regulations, policies and procedures; State agency projects, events, and ceremonies covered. **Ability to:** create, manage and detail schedules; prioritize, list and execute projects and/or cover events both internally and externally; develop contacts; positively and effectively interact with a wide range of individuals to acquire information and coordinate projects.

This class specification is used for classification, recruitment and examination purposes. It is not to be considered a substitute for work performance standards for positions assigned to this class.

7.816

ESTABLISHED: 9/21/15R
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