

## **SENIOR DIGITAL MEDIA TECHNICIAN**

Code No: 3-20-030  
COMPETITIVE

**DISTINGUISHING FEATURES OF THE CLASS:** This is a senior level technical position responsible for overseeing and participating in the creation of original digital media as well as digitizing existing media. Media is used for distributing information in areas such as instruction, outreach and public relations. Duties also involve coordinating the technical activities of a production facility. This position differs from Digital Media Technician by virtue of its responsibility for handling the more complex technical issues and/or overseeing a production facility. The employee reports directly to, and works under the general supervision of the Director of Instructional Technology or other higher-level staff member. General supervision may be exercised over subordinate staff. Does related work as required.

**TYPICAL WORK ACTIVITIES:** (All need not be performed in a given position. Other related activities may be performed although not listed.)

Coordinates technical activities of a production facility including high definition (HD) video taping, post production digital editing, DVD authoring, and media storage;

Produces a professional finished product utilizing HD video equipment and editing software programs;

Videotapes on-location, designs video graphics including introductions, credits, title key and graphic pages, and designs production and post-production sound;

Imports unedited digital video clips and rearranges them into a final digital video project;

Re-inputs edited video projects and elevates them to advanced high-quality resolution;

Communicates with staff members or video creator in order to capture and produce media content that reflects and conveys desired message;

Inputs uncut synchronized rushes and sound, stores them on computer files or bits and digitally edits to sequence film;

Adds special effects software and grading/coloring to finished product or prepares it for web streaming;

Converts analog content to high quality digital content;

Trains and oversees work of support staff in all production and post-production activities;

Researches current technology and recommends new and post-production equipment purchase;

Evaluates storage needs of media and editing materials and maintains and updates a digital media library;

Develops contracts and/or grant proposals for services.

**FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:** Thorough knowledge of current and emerging trends in technological digital media specifically related to creation and distribution; good knowledge of advanced techniques relating to lighting, sound, and videotaping; good knowledge of various recording formats including

video, digital and audio (proper microphones, recording to CD/DVD, mini disk, required inter-departmental computer file transfers for audio post, dubbing set-ups for various formats, etc.); good knowledge of proper shot composition, framing and effective lighting techniques including the use of studio hot lights; good knowledge of various editing software; good knowledge of analog and digital media including use of video editing equipment, software and HD video; creative ability; ability to utilize computer software for presentations, web design, graphic manipulation and creation, video effects, animation, sound effects and DVD creations; ability to consult with users concerning various software; ability to utilize author media cataloging; ability to monitor storage needs of equipment; ability to communicate effectively verbally and in writing; ability to develop contracts and/or grant proposals for services; ability to conduct research and recommend appropriate technological purchases; ability to train staff and oversee the work of others; ability to coordinate the technical activities of a production facility; ability to graphically design text and graphic pages; ability to accept constructive feedback from customers; ability to communicate with staff members or video creator, understand the intent, and produce appropriate media content; ability to input and store uncut rushes and sound; ability to sort, re-arrange and create digital rough cuts of videos; ability to convert analog content to digital content; ability to bring edited tapes to high quality resolution; ability to pay attention to detail; good judgment; physical condition commensurate with the demands of the position.

**MINIMUM QUALIFICATIONS:** Graduation from high school or possession of an equivalency diploma, plus EITHER:

- (A) Graduation from a regionally accredited or New York State registered college or university with an Associate's degree in Media Production, Digital Media, Media Arts, Video, Photography and Digital Media, Graphic Design, Cinematography, Film/Video/Animation, Computer Graphics, Visual Communications, or a related media arts field, plus two (2) years paid full-time or its part-time equivalent experience in analog and digital media that included the utilization of video and audio editing equipment; OR,
- (B) Graduation from a regionally accredited or New York State registered college or university with an Associate's degree in one of the fields mentioned in (A) above, plus two (2) years paid full-time or its part-time equivalent experience in ALL of the following: the utilization of computer software for presentations, web design, graphic manipulation and creation, video effects, and animation and sound effects; OR,
- (C) Four (4) years experience as described in (A) or (B) above; OR,
- (D) An equivalent combination of education and experience as defined by the limits of (A), (B) and (C) above.

**SPECIAL REQUIREMENT:** If you are appointed, you will be required to have a valid license to operate a motor vehicle in New York State or otherwise demonstrate your capacity to meet the transportation needs of the job.

**ADOPTED:** November 8, 2007

**REVISED:** December 8, 2011