

MICHIGAN CIVIL SERVICE COMMISSION
JOB SPECIFICATION
MEDIA PRODUCTION SPECIALIST

JOB DESCRIPTION

Employees in this job complete or oversee a variety of professional assignments involving media production activities within a department.

Position Code Title - Media Production Specialist-E

Media Production Specialist 9

This is the entry level. The employee performs a range of professional Media Production Specialist assignments while learning the methods of the work.

Media Production Specialist 10

This is the intermediate level. The employee performs an expanding range of professional Media Production Specialist assignments in a developing capacity.

Media Production Specialist P11

This is the experienced level. The employee performs a full range of professional Media Production Specialist assignments and uses independent judgment to make decisions in specific work situations.

Position Code Title - Media Production Specialist-A

Media Production Specialist 12

This is the advanced level. The employee functions as a lead worker overseeing the work of lower-level Media Production Specialists and performing experienced-level Media Production Specialist assignments.

NOTE: Employees can progress through to the experienced level based on satisfactory performance and possessing the required experience.

JOB DUTIES

NOTE: Listed job duties are typical examples of work of positions in this classification. Not all duties assigned to every position are included, nor will all positions be assigned every duty. The general description of job duties does not authorize performance contrary to any state or federal licensing or certification requirements.

Coordinates, plans, produces and directs media programs for educational and informational purposes.

Recommends the selection of outlines and topics for production.

Participates in the development of program material.

Writes shooting scripts and storyboards, selects locations, builds sets, chooses props, and models.

Directs tapings of programming.

Photographs subjects and records sound.

Sequences and edits work; writes narrations and determines titles, animation, music and talent.

Coordinates and schedules the use of studios and equipment.

Keeps informed of current trends in television and video production.

Oversees the design, building and maintenance of specialized equipment.

Maintains and catalogs films, cassettes and/or videotapes.

Duplicates audio and video content for distribution.

Designs graphics and edits photographs for use in video productions, print products and other digital media.

Updates social media and online video platforms to distribute graphic content.

Prepares reports and correspondence related to the work.

Performs related work and other tasks as assigned.

Additional Job Duties

Media Production Specialist 12 (Lead Worker)

Assigns work to lower-level Media Production Specialists.

Instructs and trains in the proper work methods and processes.

Reviews job performance by observing and critiquing work techniques and completed assignments.

Prepares and maintains records related to the work.

JOB QUALIFICATIONS

Knowledge, Skills, and Abilities

NOTE: Some knowledge in the area listed is required at the entry level, developing knowledge is required at the intermediate level, and considerable knowledge is required at the experienced level.

Knowledge of the principles and practices of media production.

Knowledge of the operation, maintenance and repair of production equipment.

Knowledge of the methods, practices and procedures used in developing, editing, storing and shipping of media products.

Knowledge of current developments in the field of media communications.

Knowledge of educational and public relations theories and practices.

Knowledge of online video and social media platforms.

Knowledge of current video production tools and technology.

Knowledge of live event recording and livestreaming.

Ability to produce and direct scenarios and television presentations.

Ability to edit completed audiovisual media for presentation.

Ability to operate, maintain, and repair media production equipment.

Ability to maintain records and materials, and prepare reports and correspondence related to the work.

Ability to communicate effectively with others.

Ability to maintain favorable public relations.

Additional Knowledge, Skills, and Abilities

Media Production Specialist 12 (Lead Worker)

Ability to train and oversee the work of others.

Ability to prioritize, organize, and coordinate the work of the unit.

Working Conditions

None

Physical Requirements

None

Education

Possession of a bachelor's degree in communications arts, journalism, digital media and information, broadcast and cinematic arts, video and media production, multimedia design, or television and radio.

Experience

Media Production Specialist 9

No specific type or amount is required.

Media Production Specialist 10

One year of professional experience in directing, producing and writing media related programs equivalent to a Media Production Specialist 9.

Media Production Specialist P11

Two years of professional experience in directing, producing and writing media related programs, including one year equivalent to a Media Production Specialist 10.

Media Production Specialist 12

Three years of professional experience in directing, producing and writing media related programs, including one year equivalent to a Media Production Specialist P11.

Alternate Education and Experience

Media Production Specialist 9 - 12

Completion of 60 semester (90) term credits including 24 semester (36 term) credits in any combination of course work in the following areas: communications arts, digital media and information, video and media production, multimedia design, or television and radio, AND two years of experience directing, producing, and writing media related programs may be substituted for the education requirement.

OR

Educational level typically acquired through completion of high school and four years of experience directing, producing, and writing media related programs may be substituted for the education requirement.

NOTE: Civil Service can individually evaluate equivalent combinations of education and experience providing required knowledge, skills, and abilities to qualify.

Special Requirements, Licenses, and Certifications

None

JOB CODE, POSITION TITLES AND CODES, AND COMPENSATION INFORMATION

Job Code

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Job Code Description

MEDIA PRODUCTION SPECIALIST

<u>Position Title</u>	<u>Position Code</u>	<u>Pay Schedule</u>
Media Production Specialist-E	MDIASPLE	L32-020
Media Production Specialist-A	MEDI	L32-024
Media Production Specialist-E	MDIASPLE	NERE-279

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04/28/2024