

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's designated educational or informational program.

There are three classifications in this job.

Position Code Title - Media Production Specialist-E

Media Production Specialist 9

This is the entry level. As a trainee, the employee carries out 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 in a full-functioning capacity. Considerable independent judgement is used to make decisions in carrying out assignments that have significant impact on services or programs. Guidelines may be available, but require adaptation or interpretation to determine appropriate courses of action.

NOTE: Employees generally progress through this series to the experienced level based on satisfactory performance and possession of the required experience.

JOB DUTIES

NOTE: The job duties listed are typical examples of the work performed by positions in this job classification. Not all duties assigned to every position are included, nor is it expected that all positions will be assigned every duty.

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, selects locations, builds sets, chooses props, and models as needed.

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 production.

Overviews the design, building and maintenance of specialized equipment.

Duplicates audio and videotapes for distribution.

Maintains records and prepares reports and correspondence related to the work.

Performs related work as assigned.

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.

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.

Working Conditions

None

Physical Requirements

None

Education

Possession of a bachelor's degree in communications arts, speech, 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.

Special Requirements, Licenses, and Certifications

None

NOTE: Equivalent combinations of education and experience that provide the required knowledge, skills, and abilities will be evaluated on an individual basis.

JOB CODE, POSITION TITLES AND CODES, AND COMPENSATION INFORMATION

Job Code

Job Code Description

MEDIASPL

MEDIA PRODUCTION SPECIALIST

Position Title

Position Code

Pay Schedule

Media Production Specialist-E

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L32-020

Media Production Specialist-E

MDIASPLE

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