

SAN MATEO COUNTY OFFICE OF EDUCATION

CLASS TITLE: MEDIA ANALYST

BASIC FUNCTION:

Under the direction of an assigned Integrated Technology Director or Manager, perform a variety of technical duties in the pre- and post-production of video products; set up and adjust audio-visual equipment and online media connections for meetings and conference events; coordinate, train and provide technical assistance to media users to access web-based applications and communication tools used for remote meetings, hybrid meetings, teleconferencing, and presentations; provide recommendations and manage potential vendor solution relationships.

REPRESENTATIVE DUTIES:

The following essential duties serve to demonstrate the general types of duties and functions this position requires, but may vary slightly depending on the program/division for which the position exists under.

ESSENTIAL DUTIES:

Capture and edit multimedia content to produce educational and technical video products consistent with SMCOE branding and communications guidelines

Operate a variety of audio and video equipment including video cameras and recorders, projectors, laptop computers, lighting, sound mixing and video switching equipment, and digital video effects tools

Test all equipment to determine technical quality of recording, audio, and lighting requirements

Create and edit audio/visual program material using video editing software; use computer graphics and special effects techniques to enhance media products; make video products available in a variety of formats; ensure all media products are consistent with SMCOE branding and communications guidelines

Consult regularly with the Communications Department on media and communications projects planned or underway

Assist County Office staff and other professional development trainers and meeting hosts in the use of a variety of audio-visual equipment, software, and web-based applications; provide all levels of audio-visual support, from one-person conferencing to support for large-scale meetings, conferences and hybrid events.

Develop and maintain software training modules/series for various web-based programs to support County Office department operations; provide user administration services and training for all web-based applications for communications tools, event management systems, and room reservation platforms.

Personnel Commission Approval:

December 12, 2022

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Coordinate and catalog the storage of digital files for all web-based audio and visual communication tools

Operate a variety of audio-visual equipment including remote-control devices, laptops, cameras, digital video recorders, projectors, amplifiers, microphones and speakers; integrate audio-visual devices into the SMCOE network and other audio-visual systems.

Establish and maintain connections for audio and video conferencing as required; troubleshoot and diagnose equipment and network integration failures, sometimes when meetings are in progress.

Reserve media and equipment for scheduled events; ensure audio-visual equipment, peripherals, tools and cables are available for scheduled events; research and recommend audio/visual presentation options, and work with County Office staff to plan for and arrange specialized requests.

Securely handle, edit and deliver sensitive and/or confidential audio-visual resources.

Respond to inquiries and provide information to staff concerning audio-visual equipment usage, scheduling, practices and procedures.

Disassemble and inspect equipment after usage, ensure all equipment and software signed out is accounted for, organized and stored properly.

Maintain and support all digital signage related to audio and visual communications

Inspect audio-visual equipment to ensure proper operation; clean, adjust and service parts and components; coordinate maintenance and repairs as needed for all audio-visual systems.

Conduct an annual equipment inventory; complete and maintain hardware and software inventory records; recommend equipment replacement as necessary, assist with ordering audiovisual equipment and supplies.

Conduct market research and analysis, and make procurement recommendations for potential audio and visual software and hardware solutions for the organization; create and maintain vendor relationships for potential audio and visual software and hardware solutions; serve as primary liaison between the County Office and Audio/Visual vendors to ensure optimal service and cost efficiency; oversee the installation of various equipment to ensure compliance with expected outcomes

Communicate with Office of Education staff and outside presenters to review audio-visual requests, work through specialized needs, and resolve issues and concerns; respond to phone inquiries, and refer calls to other IT team members as required.

Drive a vehicle to pick up and deliver audio-visual equipment.

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Thoroughly document all HelpDesk tickets in a timely manner to ensure there is sufficient information to communicate what the problem was, how it was remediated, and to suggest actions to prevent a similar issue (where appropriate).

Attend and participate in various meetings and trainings as assigned

OTHER DUTIES:

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

State-of-the-art audio, video and editing equipment

State-of-the-art audio, video and editing software

All phases of digital media production, including script and storyboard development, video and audio recording, graphics, lighting and use of special effects techniques

Dual operating system platforms: Windows and MacOS

Multimedia Equipment - Laptops, projectors, monitors, digital signage, camera equipment, speaker systems, amplifiers, microphones, DVRs, audio and video conferencing, video streaming, webcasting, online meeting connectivity.

Troubleshooting/Diagnostics - Diagnostic techniques and procedures used to restore audio/visual equipment to normal operations.

Account Administration – Web-based application user administration

Network Connectivity - Basic computer network and Internet connectivity through wireless and hardwired schemes and protocols.

Cyber security best practices

ABILITY TO:

Set up and connect audio-visual equipment to meet meeting and presentation requirements.

Operate and maintain digital video cameras, audio mixing and video editing equipment

Creatively use robust editing, graphics and composition software; visualize and record professional-grade video content by determining filming sequences, camera movements and picture composition; construct and position sets, lighting and sound equipment

Develop pre-production materials including scripts, storyboards, and/or shot lists in collaboration with coworkers and clients

Give full attention to what clients are saying, take time to understand the audio/visual system problem being communicated, ask appropriate clarifying questions, absorb and retain information, and quickly determine the type of assistance required.

Express complex information in an understandable and effective way. Understand and follow directions in computer and software system manuals.

Identify and troubleshoot technical problems, both preemptively and responsively; review information sources, develop and evaluate options and implement solutions.

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Coordinate the process of implementation of new software and hardware solutions
Work independently with little direction.
Plan and organize work.
Communicate effectively orally and in writing.
Establish, model, and maintain cooperative and effective working relationships with others.
Maintain various records related to work performed.
Understand and follow oral and written instructions.
Meet schedules and timelines.

MINIMUM QUALIFICATIONS:

Any combination of education and experience providing the job knowledge, skills, and ability for successful job performance will be considered for positions in this classification. Typical qualifications would be equivalent to:

EDUCATION: An associate art degree in television, film, digital media production, fine arts, or related field; and

EXPERIENCE: Two years' of direct experience working with audio/visual production and editing.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

WORKING CONDITIONS:

ENVIRONMENT:

Primarily an office environment, school offices and classrooms; occasionally will shoot video outdoors

Driving a vehicle to conduct work.

Duties for this position are performed on-site

PHYSICAL DEMANDS:

Dexterity of hands and fingers to operate a computer keyboard.

Hearing and speaking to exchange information.

Seeing to view a computer monitor and read a variety of materials.

Sitting for extended periods of time.

Lifting, carrying, pushing or pulling moderately heavy objects as assigned by position.

Bending at the waist, kneeling or crouching.

Reaching overhead, above the shoulders and horizontally.

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