

VIDEO SPECIALIST - BOARD OF COMMISSIONERS

CLASSIFICATION TITLE: VIDEO SPECIALIST

PURPOSE OF CLASSIFICATION

Perform broadcast and communication duties for the Communications Division of the Clayton County Board of Commissioners Office of Communications. The position is responsible for covering, developing and coordinating print and video communications material for distribution to citizens as it relates to the Clayton County Board of Commissioners and county-wide departments; as well as executing events and promotions through social media and marketing outreach,

ESSENTIAL FUNCTIONS

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification. If the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.

Films, prepares, and broadcasts Clayton County's television programming to include the Board of

Commissioners' evening meetings, Zoning Advisory Board meetings, Public Hearings, Special Called Meetings, general information about programs, and special events and activities.

Drafts news/media communication materials, scripts, special effects, graphics and capture video and accompanying photography.

Develops and produces television programming, segments, and shows for Clayton County Access Television, Clayton's government access channel currently available to Comcast customers on Channel 23 and AT&T U-Verse channel 99.

Covers shoots, edits, and produces concept to completion news packages.

Maintains the Communications website to include updating news, videos, and other links, which includes, but is not limited to all social media/communications channels.

Creates brochures, flyers, posters, and other publicity materials, including videos and PSAs for Commissioners and Communications Division using Graphic Design techniques.

Updates social media for the county and communications including Twitter, Instagram, and Facebook along with other digital campaigns with accuracy on a consistent and timely basis.

Creates Public Service Announcements, promotional clips, and YouTube videos for distribution and publication on various social media outlets and government access channel.

Must be familiar with multiple camera brands and basic broadcast camera/equipment maintenance as well as proficiency in set design, audio and lighting, required to cross-train and train communications, interns on video, camera, lighting, microphone, camera and production operations.

Works closely with management staff on information dissemination strategies, activities, and

programs.

Ensures the overall public relations strategy is integrated into accomplishing agency goals and objectives.

Assists in drafting, maintaining and updating collateral and marketing materials; coordinates the design, production, and layout of departmental publications brochures, e-newsletters, and advertisements.

Facilitates the operation and maintenance of the County's government access television station/channel to ensure it is aligned with the vision of the Board of Commissioners and organizational goals and deliverables, Update media content relevant to the needs of constituents and services provided by internal departments and surrounding agencies (approved partners),

Assists with developing, coordinating, and promoting special and activities generated by the Board of Commissioners and the County's Operational Departments.

Works with state and local governments to coordinate messages and information for the public.

Provides assistance in assembling press releases and media material for distribution on the local and national level.

Organizes scheduling and video content for airing and distribution on the local access television station/channel. Develop scripts, story lines, and editing components for video compilation.

Performs tasks requiring knowledge of a variety of standard computer applications such as Microsoft Office, telephone operation, facsimile machine, photocopiers, and scanners.

Must be proficient in Adobe Creative Suite including Premiere Photoshop and use of Macintosh operating system. Knowledge in Leightronix, Tricaster, WordPress, or Constant Contact is preferred.

Must be flexible to work, cover evening and weekend events on short notice.

ADDITIONAL FUNCTIONS

Performs other related duties as required.

MINIMUM QUALIFICATIONS

High School diploma or GED; Bachelor's degree (preferred) In Broadcasting, Communications, Film, Journalism, Marketing, Media Studies, Public Relations\Television or closely related field; supplemented by two (2) years of experience in communications, media studies, public relations, and/or marketing work; preference given for previous local government experience; must have excellent communications skills, both written and verbal; must demonstrate strong video editing ability; must have the ability to prioritize and effectively work on multiple projects simultaneously and independently under pressure with tight deadlines; must be able to establish positive relationships with constituents, media, other representatives; or any equivalent combination of education, training, and experience. Must possess and maintain a valid Georgia driver's license. Experience in live broadcasting green screen editing, cinematography and photography preferred.

ADA COMPLIANCE

Physical Ability: Tasks require the ability to exert moderate physical effort in sedentary to light work, but may involve some lifting, carrying, pushing and/or pulling of objects and materials weighing at least 40 pounds. Tasks may involve extended periods at a keyboard or workstation or standing during trade shows and events,

Sensory Requirements: Some tasks require the ability to perceive and discriminate sounds and visual cues or signals. Some tasks require the ability to communicate orally,

Environmental Factors: Essential functions are regularly performed without exposure to adverse environmental conditions.

Clayton County, Georgia, is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.