

# Metropolitan King County Council

## Position Descriptions



Position: Multimedia Producer	FLSA: salaried, overtime exempt
Department: Council Communications	Grade:125
Council Approved: June 5, 2019	Revised N/A

### Summary

The Multimedia Producer works closely with Councilmembers, staff, and the communications team to develop and distribute digital content and video primarily via the internet and social media. The position utilizes visual content (video and graphics) and written means, making effective use of all forms of distribution tools used by the King County Council. A special emphasis of the position is writing, filming, producing, and distributing short-form digital content. The position requires knowledge and experience with community and regional issues across King County.

### Distinguishing Career Features

The Multimedia Producer conceives, develops, plans, supervises and produces video and related multi-media and new media content for the Council. The position helps to distribute information on council initiatives and projects and oversees and coordinates videography, editing, and post-production of digital content. The position also works to distribute content both digitally and by television broadcast. The positions reports to the Council's Director of Communications but is responsive to the need of all Councilmembers.

### Essential Duties and Responsibilities

- Write creative and compelling scripts, shoot and edit video and work to distribute content via television broadcast social media, internet, and other emerging technologies.
- Coordinate production, schedules, and oversees rapid turnaround media and multimedia projects for Councilmembers.
- Produce short-form, high quality digital content highlighting Councilmembers and Council initiatives and projects.
- Consults with Councilmembers and staff to proactively develop content ideas and concepts.
- Reviews work and provides guidance on script, videography, audio, and all other elements of the production process.
- Oversees content and quality of all Council production for consistency and standards.
- Write, shoot, gather digital photos and perform web publishing for Council web pages, social media, and for other publications, as necessary.
- Performs other duties as assigned that support the overall objective of the position.

## **Qualifications**

### **Knowledge and Skills**

- High Definition (HD) digital video shooting, editing, live encoding skills at multiple bit rates for multiple file types including Windows Media Player and QuickTime Player
- Hands-on experience with multimedia authoring, video editing, capturing, importing, assembling and distributing, including HTML integration
- Experience with stream distribution for small and large events
- VOD encoding, Webcasting, SMILE and Adobe Premiere experience is highly desirable
- Web publishing experience with at least one-year experience developing web pages for public or private sector organizations
- Demonstrated experience with HTML 4.0; skill at hand coding HTML using a text editor
- Knowledge of basic browser compatibility issues
- Experience working with web templates and FTP software
- Experience with web-based graphic design, image formatting and compression, and graphic design tools such as Adobe Photoshop.
- Requires specialized professional knowledge of the principles and practices of design and coordination of broadcasting, and networking systems that support multi-media and new media production.
- Requires in-depth knowledge of television programming concepts, principles, methodology and techniques. Requires basic knowledge of FCC regulations. Requires knowledge of editing and non-linear editing processes, and camera work.
- Requires knowledge the role electronic systems, e.g. Windows-based computers and peripherals, to production. Requires creative, visualization editing and program development skills.
- Requires skill at prioritizing, planning and communicating program activity sequencing. Requires well-developed language and writing skill to prepare scripts, procedure manuals, instructions, and other program materials.
- Requires well-developed human relations skills to supervise and work cooperatively with others to explain technical concepts and facilitate discussions with small groups, and speak in front of a television camera.

### **Abilities**

- Requires the ability to independently perform all of the duties of the position.
- Requires the ability to design and produce computerized multimedia presentations and programming.
- Requires the ability to operate all of the equipment related to multimedia production.
- Requires the ability to work with end-users to determine specific program needs and creatively develop programs to meet those needs.
- Requires the ability to plan and prioritize projects to meet required schedules and timelines.
- Requires the ability to work with peers in a team environment and with individuals outside of the King County Council in a professional and technical manner.
- Requires the ability to write and read printed materials and computer screens, and observe studio productions, including television monitors and camera view finders, often for lengthy periods of

time.

- Requires the ability to work a schedule that is flexible and will conform to public meeting schedules, including split shifts and extended hours to resolve technical issues.

### **Education and Experience**

The position typically requires a Bachelor's degree in communications, broadcasting, or other discipline that would enable performance of the job, plus 5 years of progressively responsible experience in a broadcast media environment.

### **Licenses and Certificates**

Requires a valid driver's license or the ability to travel efficiently.

### **Environmental Factors/Physical Requirements**

Work is performed at various locations, both indoor office and outdoor settings with a wide range of weather exposures and varying noise levels (quiet to moderately loud). This work, includes long hours filming on a variety of surfaces for an extended period of time, operating and transporting heavy television equipment and materials that weigh up to 50 pounds, navigating around large crowds and restrictive areas and handling to electrical equipment.