

Proposed

POSITION DUTY STATEMENT

PM-0924 (REV 7/2014)

CLASSIFICATION TITLE Audio-Visual Specialist/Technical	OFFICE/BRANCH/SECTION 07/External Affairs/ Graphic Services	
WORKING TITLE Audio-Visual Specialist	POSITION NUMBER 907-003-2838-001 911	EFFECTIVE DATE

As a valued member of the Caltrans team, you make it possible for the Department to provide a safe, sustainable, integrated, and efficient transportation system to enhance California's economy and livability. Caltrans is a performance-driven, transparent, and accountable organization that values its people, resources and partners, and meets new challenges through leadership, innovation and teamwork.

GENERAL STATEMENT:

Under the direction of the Graphic Services Manager, a Staff Services Manager I, the Audio Visual Specialist is responsible for working under strict time-frames and budgets to assist in the design, creation, and production of a wide variety of audio and visual aid materials for communication purposes; to act in a lead capacity as assigned; and to do other related work to assist in the design, creation, storage and outputting of computer files used to produce electronic audio and video content and printed material.

TYPICAL DUTIES:

Percentage		Job Description
Essential (E)/Marginal (M) ¹		
45%	E	Create, produce and prepare 3D illustrations, motion graphics, video simulations, multimedia slide show presentations, exhibits and wall displays. Manage and maintain the District 7 intranet and internet web sites. Update, design and review web content for accuracy and end user experience. Maintain and update social media web sites such as Twitter, You Tube and Facebook. Produce and create sound and video recordings for audio & video files, titles and animation. Operate a wide variety of audio-visual equipment including HD cameras. Take photographs and shoot video using HD cameras, prepare digital files and perform non-linear editing functions. Consult and make recommendations to clients on methods and materials pertaining to communication needs.
25%	E	Using computer and/or conventional techniques, create electronic graphic materials for presentations, district websites, media events and internal and external management materials. Utilize various web based media software and instruments to achieve desired outcomes. Prepare final electronic digital media content for approval and distribution.
20%	E	Create and produce electronic graphic material for electronic media publications such as brochures, booklets, reports and posters. Plan, create and produce 3D illustrations, animations, renderings, storyboards, maps, charts, printed graphics, simulations and drawings. Create and use photographs for inclusion in video productions, social media, publications, reports, and displays. Digitize images for use in computer generated graphics. Post and update web content to the Districts internal websites and upload special notices.
10%	M	Performs audio visual setups for internal and external events such as ribbon cuttings, groundbreaking and other district events. Archives and manages digital assets. May suggest editorial changes in narrative audio, visual, web and print materials to increase visual appeal and impact of message. May suggest and select digital media art supplies for purchasing.

¹ ESSENTIAL FUNCTIONS are the core duties of the position that cannot be reassigned.
MARGINAL FUNCTIONS are the minor tasks of the position that can be assigned to others.

SUPERVISION OR GUIDANCE EXERCISED OVER OTHERS

This is a rank and file position-no supervision exercised over others.

KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS

Knowledge of computer graphics programs. Ability to: Convert narrative material to visual form using publication, film or exhibit media content; conduct subject research; create and design graphics and layouts; Proficient in software such as

ADA Notice

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InDesign and Illustrator. Illustrate and retouch photos using computer graphic software such as Photoshop. Write copy, select type that is visually appealing for web content. Plan and produce slide shows, graphics, film animation and web designs. Analyze situations accurately and take effective action; speak effectively and read and write English at the level required for successful job performance.

A well-developed sense of prioritizing /organizational skills, a positive team spirit and familiarity with a fast-paced dynamic environment will be key to success.

Experience in Macintosh and PC based software such as Premiere Pro, After Effects, Dream Weaver, AutoDesk 3D Max, InDesign, PageMaker, PhotoShop, Illustrator, Word, PowerPoint and Dreamweaver. The ability to conceptualize and create various graphic designs, produce electronic artwork from rough to clean comp/finished stage, and handle multiple projects under strict deadlines is essential. The ability to communicate effectively verbally as well as in writing.

Requires knowledge of current industry standards, materials, practices and equipment used in the presentation of a wide variety of visual media for print and web. Requires the ability to work independently and well with management and staff members. Ability to locate and contact outside vendors and suppliers for procuring. Also requires the ability to maintain accurate files, organize work, and discern priorities, exercise sound judgment within established guidelines. Ability to operate and functionally utilize current computer technology and software in a cross platform (PC & Macintosh) environment. Positive team spirit and flexibility to fit within a fast paced dynamic environment will be an asset.

RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

The Audio Visual Specialist is responsible for the accuracy and timeliness of all completed assignments. Delayed completion, poor judgment and inaccuracy of an assignment can adversely affect decision making and project delivery.

PUBLIC AND INTERNAL CONTACTS

The Audio Visual Specialist will be involved in frequent discussions with co-workers and clients from all Units and all levels of the Department, concerning scheduling and completion of their requested projects. Public contact is limited to vendors and internal and external outreach events. The incumbent is expected to maintain positive and cordial relationships with the Department employees, the public and external vendors.

PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

Incumbent will be required to sit and operate for long periods of time while utilizing a PC, including a keyboard, mouse and video display terminal and or operate video and photography equipment. Must have good vision and be able to see color. Incumbent must be able to concentrate in order to review and complete projects to meet strict deadlines. Must be able to prioritize complex tasks. Needs to adapt to change in priorities, and to complete assignments with short notice. Ability to adjust rapidly to new situations warranting attention and resolution, and the ability to manage multiple projects simultaneously.

WORK ENVIRONMENT

Employee will work in a high rise climate controlled and artificially lit environment. However, due to periodic problems with heating and air conditioning, the building temperature may fluctuate. Employee may be required to work on location or outdoors in support of outreach events. Employee may need to work overtime in emergency situations.

I have read, understand and can perform the duties listed above. (If you believe you may require reasonable accommodation, please discuss this with your hiring supervisor. If you are unsure whether you require reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.)

EMPLOYEE (Print)

EMPLOYEE (Signature)

DATE

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I have discussed the duties with, and provided a copy of this duty statement to the employee named above.

SUPERVISOR (Print)

Benjamin Roxton

SUPERVISOR (Signature)

DATE

10/14/15
