

PARF
Incumbent:
Effective:

**CALIFORNIA DEPARTMENT OF TRANSPORTATION
DIVISION OF PUBLIC AFFAIRS
POSITION DUTY STATEMENT**

CLASSIFICATION TITLE Television Specialist	DIVISION/OFFICE D95 / Division of Public Affairs	
WORKING TITLE	POSITION 900-095-5571-924	EFFECTIVE October 2014

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 Director, Television Communications Center Supervisor, the incumbent will plan, organize, direct and perform technical and professional work in connection with the writing and production of television and video programs, live or scripted video projects, and webcast programs to inform stakeholders and the public of the activities and objectives of the Department. The incumbent will assist in the development of visual-media communication strategies to communicate the Director's and Governor's administrative policies to a diverse audience, both internally and externally. Typical tasks include but are not limited to the following:

TYPICAL DUTIES:

Percentage	Job Description
Essential (E)	Marginal (M)

- | | |
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| 65% (E) | The incumbent plans, organizes, and performs technical and professional work in-house producing videos, multimedia, and live productions. Conducts subject research and works closely with customers on storyboarding, scripting, and narration of project scripts based on the most effective method of presentation. Produces video project plans to ensure continuity and essential story lines. The incumbent is responsible for operating specialized equipment including teleprompters, professional-grade video cameras, lighting equipment and video hardware for on-location and studio shoots. The incumbent is responsible for creative development, scheduling, video scripting, video recording, site selection, sound recording, editing using industry-standard software, staging, lighting, directing talent, and set design for in-house and on-location productions. The incumbent selects and edits music and sound files for each project and works with graphic designers for artwork and photographers for stills. Creates graphics and animations using industry-standard software, oversees live and post production processing for video. Develops content and concept for projects and utilizes evaluation methods to ensure that produced messages/programs accurately reflect and communicate the Department's activities, policies, procedures, mission, |
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vision and strategic goals to internal and external stakeholders and to ensure a consistent message of the Department's public relations goals.

- 25% (E) **Webcast production:** live streaming and/or on-demand video. The incumbent plans, organizes and performs the technical, creative, and professional work required to produce webcasts for internal and external customers. The incumbent encodes final video or audio projects for on-line distribution, uploads to and administers online media storage and distribution websites such as YouTube, file sharing sites, and file servers, etc., and works closely with IT staff to deliver final product to be posted for online access and use. The incumbent maintains digital video archives, researches and tests new software, and downloads/installs software updates as needed. Captures, edits and converts audio or video streams online for distribution (TV Eyes, news sites, YouTube, etc) and converts media to and from multiple formats.
- 5% (M) The incumbent is responsible for duplication of media for large-scale projects with DVD deliverables. Maintains and troubleshoots media equipment and recommends equipment upgrades focusing on cost effectiveness and efficiency. Responsible for researching new software, equipment and historical archiving vendors and maintaining accurate records of equipment/software inventory and surplus of obsolete items. Provides back-up support for Audio/Visual equipment loans and helps maintain the film/video library. Acts as contract manager for all video and film related contacts, pays invoices, and monitors performance.
- 5% (M) Other duties as may be appropriate for a Television Specialist. May act in the absence of the Director, Communications Center Supervisor.

SUPERVISION EXERCISED OVER OTHERS

The incumbent does not supervise staff however he/she may provide some direction and/or guidance to an Audio Visual Equipment Technician, Retired Annuitants, Student Assistants/Volunteers, and/or outside talent and crew people.

KNOWLEDGE, ABILITIES AND ANALYTICAL REQUIREMENTS

The incumbent must have knowledge of television communications production and direction and have the ability to accurately convey Departmental policies, practices and procedures to a broad audience. The incumbent must be knowledgeable of proper production techniques including video recording, operating a teleprompter, sound recording, editing methods and equipment, staging, lighting, video photography, audio/visual principles and techniques, video compression, animation, audio, DVD interface design and creation, still image and compositing software, script writing, directing talent and set design for in-house and on-location productions.

Knowledge of basic network distribution/functions is desired. Must have the ability to plan, organize and perform technical, creative and professional work required to produce various webcasts for internal and external stakeholders. Must have the ability to capture, edit, and convert

audio or video streams online for distribution. The incumbent is expected to be knowledgeable of video equipment/software, stay current of new technology as it relates to equipment and software and make recommendations to district staff as needed. Must have the ability to provide creativity in the planning, writing and directing of video productions and independently convert ideas and concepts into an effective combination of audio and visual communication.

Basic knowledge of how to safely preserve and maintain historical film and video items for future generations is desired, but not required.

The incumbent must be knowledgeable of the Department's mission, goals, and programs and organizational structure.

CONSEQUENCE OF ERROR/RESPONSIBILITY FOR DECISIONS

The incumbent is responsible for independent action and initiative in developing and/or delivery of audio/visual services. The incumbent is responsible for ensuring that the Department's message is appropriately communicated to the media, stakeholders, and the general public. The incumbent is responsible for producing quality products that are highly effective while making good use of state resources. Errors in judgment could result in cost overruns, missed deadlines and grave repercussions, including criticism to the Department, CalSTA, and the Governor's Office.

PUBLIC AND INTERNAL CONTACTS

The incumbent has a wide variety of public contact with Headquarters' and district staff at all levels, private industry, other governmental agency representatives, CalSTA, the Governor's Office, the media and general public. He/she must be able to address television and video issues/questions from all requestors, both within and outside Caltrans.

The incumbent may arrange for, participate in, and where appropriate, represent the Division of Public Affairs at meetings in regards television or audio-visual issues.

PHYSICAL, MENTAL AND EMOTIONAL REQUIREMENTS

The incumbent must exhibit professionalism and self-assurance in the middle of fast-paced and sometimes chaotic conditions. The incumbent may be required to sit for long periods of time using a keyboard/mouse and video display monitor, or while attending meetings. The incumbent must be able to use fine manipulation and/or simple grasping during the course of their workday. Some walking, lifting, bending, and reaching will be required. Travel throughout the state may be required and outside normal working hours. The incumbent must be able to lift, carry, and handle video equipment weighing up to 50 pounds and be able to operate equipment while standing in the same spot for extended periods of time.

The incumbent must have the ability to multi-task, adapt to changing priorities, and complete tasks or projects with short notice. The incumbent applies innovative solutions to make organizational improvements and is willing to take risks and initiate actions that involve deliberate risk to achieve a recognized benefit or advantage. The incumbent must have the ability to effectively coordinate

with various levels of staff, both in person and through written and oral communication. Must be able to communicate in English and may be required to make presentations, facilitate meetings, lead workshops, and serve on quality teams.

The incumbent must have the ability to adapt behavior and work methods in response to new information, changing conditions or unexpected obstacles, and respond to inquiries from management and internal/external customers in a timely and effective manner. The incumbent must have the ability to develop and maintain cooperative, collaborative working relationships and recognize emotionally charged and/or sensitive issues/problems and handle them effectively and appropriately. The incumbent must have the ability to work independently or as a member of a team.

The incumbent must be able to manage and resolve conflicts and disagreements in a positive and constructive manner to minimize negative impact and maintain a high level of professional integrity. The incumbent behaves in a fair and ethical manner toward others, values cultural diversity and other individual differences in the workforce and demonstrates a sense of responsibility and commitment to public service.

WORK ENVIRONMENT

While at their base of operation, employee will work in a climate-controlled office under artificial lighting. However, due to periodic problems with the heating and air conditioning, the building temperature may fluctuate. Incumbent must be able to travel using a car or commercial transportation. In the field the incumbent may experience all climatic conditions, including rain, wind, dust, heat, and hot and/or cold temperatures. The work environment is fast-paced, busy and requires considerable flexibility in managing time, priorities, and assignments. It can be demanding and/or stressful. Some after hours work may be required.

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 Name (please print)

Employee Signature & Date

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

Supervisor Name (please print)

Supervisor Signature & Date

