

**POSITION DUTY STATEMENT**

PM-0924 (REV 7/2014)

CLASSIFICATION TITLE Television Specialist	OFFICE/BRANCH/SECTION 07/External Affairs/ Graphic Services	
WORKING TITLE Television Specialist	POSITION NUMBER 907-003-5571-918	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 incumbent 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) <sup>1</sup>		
50%	E	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 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. Prepare digital files using HD cameras and perform non-linear editing functions. Consults and makes recommendations to clients on methods and materials pertaining to communication needs. Creates, produces and prepares video simulations, motion graphics, multimedia slide shows presentations, exhibits and wall displays.
25%	E	Creates and produces electronic graphic material for publications such as brochures, booklets, reports and posters. Plan, create and produce illustrations, renderings, storyboards, maps, charts, printed graphic simulations and drawings. Create and use photographs for inclusion for web content, video productions, social media, publications, reports, and displays. Digitize images for use in computer generated graphics. Post web content to the Districts websites including social media.
20%	E	Using computer and/or conventional techniques, creates electronic graphic materials for presentations, district websites, media events and internal management materials. Utilizes various post editing media software and instruments to achieve desired effects. Prepare final electronic digital media content for distribution. Performs audio visual setups for internal and external events such as ribbon cuttings, groundbreakings and other district events. Archives and manages digital assets.
5%	M	Advise and make recommendations regarding editorial changes in narrative audio, visual, web and print materials to increase visual appeal and impact of message. Advise and recommend highly technical software and hardware supplies for purchasing.

<sup>1</sup>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.

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## KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS

Knowledge of: Technical methods of electronic media production in an non-linear work-flow and procedures for producing electronic content. Updating and maintaining web content and related web sites. Proficient with working in a Windows based and Macintosh computer environment. Understanding of the graphics and production process and computer graphics programs.

Ability to: Operate high definition video cameras, create compelling visual digital content that clearly communicates information, film or exhibit media content; conduct subject research; create and design graphics and layouts; illustrate, retouch photos using computer graphic software such as Photoshop, write copy, select type for titles and graphics. Plan and produce slide shows, graphics and film animation; direct photography; learn sound recording and synchronizing techniques; learn to operate and instruct others in operation of projectors, recorders, players, programmers, video systems and multimedia systems; 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 or PC based software such as Premiere Pro, After Effects, Dream Weaver, AutoDesk 3D Max, InDesign, PageMaker, PhotoShop, Illustrator, Word and PowerPoint. The ability to conceptualize and create various electronic media designs, maintain and manage the districts intranet and internet websites. The ability to 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 electronic digital visual media. Requires the ability to work independently and to work well with 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.

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## RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

The Television 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.

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## PUBLIC AND INTERNAL CONTACTS

The Television Specialist will be involved in frequent discussions with co-workers and clients from all units and at 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.

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## 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. Incumbent 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.

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## 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 in or outdoors in support of outreach events.

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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

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

8/31/15