

## The Maryland-National Capital Park and Planning Commission

TITLE: Visual Media & Imaging Specialist GRADE: F CODE: 3132  
SERIES: Artistic Display DATE: 12/12/06 FLSA: Non-Exempt  
EEOC: Technical

### Class Definition

Under general supervision, performs digital and optical imaging work using techniques involving moderate responsibility, complexity, and variety. Creates professional media (multimedia productions, digital media and photographs). This is an individual contributor in a division or unit; or, works under the supervision of a Visual Media and Imaging Coordinator for a department. Performs other duties as assigned.

### Examples of Important Duties

1. Develops themes, concepts, or approaches for multimedia productions. Performs skilled creative and technical work in the area of digital imaging, including development of digital photo files and CD's, multimedia shows, digital illustrations and photo sets.
2. Conducts research, design, and production of major multimedia productions and digital imaging materials. Reviews technical literature; stays informed of industry trends.
3. Assists users with the selection and use of digital imaging materials and equipment. Adjusts equipment to provide users with desired effects. Provides instructions regarding appropriate usage, training and technical assistance.
4. Designs routine imaging equipment and system maintenance plans; conducts mechanical repairs as required. Identifies potential problems regarding malfunctions and/or inoperability. Implements corrective actions.
5. Meets with vendors to identify new methods, supplies, and technology. Ensures quality and design compliance for contract imaging products and services.
6. Maintains records of imaging equipment use, maintenance, repair, and loss. May report data for use in equipment purchases, repair, or evaluation.
7. Maintains an inventory of equipment and replacement parts. May order repair parts, supplies, or contract services.
8. Maintains archives. Monitors loan and checkout of materials and equipment.
9. Writes scripts and related texts.
10. Purchases supplies and technical services, and maintains a current and accurate inventory.

### Important Worker Characteristics

- A. Knowledge of: (1) imaging and multimedia equipment selection, setup, production, maintenance, repair, and training principles; (2) digital and optical photography; (3) multimedia equipment and systems maintenance and repair safety procedures; (4)

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the use and installation of a wide variety of computer programs to include Adobe Photoshop, Microsoft PowerPoint, Roxio Toast, Nikon Scan, Nik Sharpener Pro, Lexar Image Rescue, Norton Utilities and Epson Print Driver; (5) the use of Macintosh and Microsoft operating systems; and (6) Commission facilities, policies, and procedures. \*

- B. Skill in operation of: (1) digital and optical imaging and photographic equipment; (2) cameras; and (3) other imaging production equipment to include scanners, disc burners, LCD projectors, storage systems and drives, media readers, photo printers and Macintosh and PC computers.
- C. Ability to: (1) operate and repair multimedia production and imaging equipment; (2) coordinate production and presentation activities; (3) maintain inventory and repair records; (4) read and write technical reports and correspondence; (5) organize and prioritize multimedia and imaging work involving multiple locations/users; (6) communicate effectively; and (7) train staff in audio-visual procedures.

\*Developed primarily after employment in this job class.

### Minimum Qualifications

1. Two years of college course work in multimedia production, digital imaging, or digital and optical photography, or two years equivalent experience; and
2. Two years experience in visual media and imaging production; or
3. An equivalent combination of education and experience.
4. Valid driver's license in accordance with both State and Commission rules and regulations. Driver's licenses must be unencumbered by restrictions, revocations, suspensions, or points that could limit the employee's ability to drive Commission vehicles or perform driving duties required of their position.

### Working Conditions

Works in office and field. May include outdoor work (facility sites). Some lifting may be required. When performing equipment repair and maintenance, the hazard of electrical shock is present.