

The Maryland-National Capital Park and Planning Commission

TITLE:	Senior Visual Media & Imaging Specialist	Grade: H	CODE: 3133
		DATE: 12/12/06	FLSA: Exempt
SERIES:	Artistic Display		EEOC: Professional

Class Definition

Under direction, plans, coordinates, and directs highly skilled imaging and multimedia service systems work. Coordinates daily activities of a departmental visual media and imaging program. Uses a variety of techniques to create professional high-quality media products and materials for displays, exhibits, publications, multimedia productions, marketing materials and press packets/releases.

The Senior Visual Media & Imaging Specialist is primarily responsible for the planning and management of visual media and imaging work, including distribution, repair, inventory, and usage of imaging and multimedia systems equipment. Incumbents may lead and direct work of other staff to direct and produce multimedia programs and visual media, and may work closely with others in creating visual solutions. Work is distinguished from duties performed at the specialist level by the coordination and management of programs, and advanced production skills.

Examples of Important Duties

1. Designs and coordinates visual media and imaging services for a department. Works with multimedia and imaging staff and project coordinators to recommend and select medium and methods that effectively convey desired subject matter.
2. Coordinates research, design, and production of major multimedia productions and other artistic presentations; monitors work of other technical staff, where applicable. Establishes project priorities, provides training and technical assistance.
3. Coordinates activities with other Commission units. Analyzes program needs and develops materials for specific audiences. May work in conjunction with exhibits or graphic design staff in determining specific roles and functions of visual media and imaging collaterals.
4. Develops themes, concepts, or approaches to coordinate projects with Commission programs or to attract specific target audiences. Identifies objectives with Commission staff. Researches issues and plans design of multimedia productions, exhibits, displays, publications, visual media campaigns, and other artistic presentations.
5. Performs highly skilled creative, artistic, and technical work in the area of digital and optical imaging and photography, including event documentation; studio portraiture; photographic illustration; copy work and restoration; multimedia production, digital manipulation, enhancement and illustration. Writes and edits scripts, outlines, photo captions, and related text.
6. Develops goals and objectives for visual media and imaging program. Coordinates the purchasing, distribution, and service functions relating to the acquisition, maintenance, and

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repair of audio-visual systems equipment. Develops policies, procedures, and training materials. Maintains usage statistics, file archives, and performs necessary repairs on damaged equipment and records.

7. Prepares annual budget for the visual media and imaging program. Controls expenditures in accordance with approved budget. Maintains bookkeeping records for expenditures, assigning proper account codes. Writes purchase orders and check requests. Obtains bids and price quotes, selects best offers, and purchases supplies and technical services.
8. Reviews technical literature, meets with vendors, and exchanges information with other agencies to identify new methods, supplies, and technology. Participates in selection of vendors for specialized work. Monitors contractors' activities and evaluates their products.
9. Coordinates and supervises digital and optical imaging and multimedia production. Manages photo and digital media archives, maintaining a retrievable and archivally correct system. Manages loans and distribution and electronic transmission of extensive collection of digital photo files, slides, prints, multimedia presentations and production equipment.

Important Worker Characteristics

- A. Knowledge of: (1) digital and optical imaging and multimedia production; (2) digital and optical photography; (3) presentation techniques; (4) design and color theory; (5) printing; (6) archival storage and handling techniques; (7) safety; (8) accounting procedures; (9) principles of supervision; and (10) inventory control.
- B. Skill in operation of: (1) photographic equipment; (2) digital and optical imaging equipment; (3) imaging 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) coordinate production and presentation activities; (2) interpret and fulfill requests for multimedia programs and imaging projects; (3) operate digital and optical imaging and multimedia production equipment; (4) personal computer and specialized soft and hardware; (5) manage network imaging work stations; (6) maintain inventory and repair records; (7) read and write technical reports and correspondence; (8) organize and prioritize visual media and imaging production work involving multiple locations/users; (9) communicate effectively with employees and the public; and, (10) train staff in imaging and media production procedures.

*Developed primarily after employment in this job class.

Minimum Qualifications

1. Bachelor's degree or four years' experience with major coursework in multimedia

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production, digital and optical photography, digital imaging, or related subjects; and

2. Two years experience in progressively responsible visual media and imaging production or commercial photography and multimedia production, in a lead or supervisory capacity.
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 may be performed in an office, or in a facility. May include outdoor work (field location), as required. Position may require moderately heavy lifting (up to 50 lbs.). When performing equipment repair and maintenance, the hazard of electrical shock is present.