

The Maryland-National Capital Park and Planning Commission

TITLE: Visual Media & Imaging Specialist I GRADE:18 DATE: 12/8/2020
SERIES: Artistic Display CODE: 1722 EEO: Paraprofessional FLSA: Non-Exempt

Class Definition:

Under general supervision, performs work involving photo, video and audio equipment to photograph and film events and messages, working with other divisions to produce videos, using video editing software to edit and create professional promotional videos and maintaining a digital video archive. An incumbent in this class works on various types of tasks and assignments and receives regular guidance from higher level specialists or supervisor. The incumbent will capture images and video for use on a particular project or stock images to be archived for future use. Images are diverse and may include wildlife, architectural, abstract, candid, event, documentary, and drone; and may be used in the development of posters, news releases, brochures, pamphlets, covers, website pages, videos and other promotional and messaging materials. Performs work by understanding what the client wants and then follows procedures and applies standard solutions in conformance with established policies and procedures or with guidance of higher-grade specialist or supervisor. Completed work is evaluated for compliance with established practices and policies and for meeting the objectives of the assignment. Work is performed independently and ensures completeness and sufficiency of the work. Some work may be confidential or sensitive. Applies knowledge of imaging and multimedia equipment selection, setup, production, maintenance, repair, techniques in photo and video to produce professional results and photo and video marketing techniques. Independently performs analyses to solve regularly occurring problems in the work. Interacts with people inside and outside the organization to exchange information, coordinate, instruct, guide and advise. Performs other duties, as assigned.

Assignments are made in terms of requirements and anticipated problems. The incumbent plans and carries out the work in conformance with established policies and procedures and accepted methods and practices, resolves commonly encountered work problems and deviations by selecting and applying the appropriate guidelines, and brings uncommon problems to the supervisor's attention for guidance or resolution. The work is expected to be accurate and is subject to check for conformance with guidelines, quality, quantity, timeliness, teamwork, customer service and other factors.

Examples of Important Duties:

1. Uses professional photo, video, and audio equipment to photograph and film events and messages; makes appropriate edits. Fills requests from supervisor or staff for digital imagery and prints chosen images for distribution; supplies links to digital images of events and photoshoots to stakeholders. Repairs and maintains photo, video, and audio equipment.
2. Works with other divisions and units to produce videos to include scheduling and organizing participants and venues; communicates with supervisor, staff and team members to ensure edited videos are professional and that messaging is in line with department's mission. Gathers and makes edits from management to correct videos before distribution; creates animated digital graphics to be used in marketing and messaging videos.

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3. Uses video editing software to edit and create professional promotional videos and department messaging that support goals established by marketing staff or as independent staff requests; uses photo editing software to edit and create high-resolution professional imagery.
4. Maintains a large digital video archive; tags and organizes images for quick retrieval by other team members.
5. Maintains calendar of events to ensure coverage of events and shoots.
6. Stays current of industry trends to include photographic and video cameras and relative imaging equipment.
7. Organizes and maintains supplies for printers and equipment.
8. Sets up and breaks down temporary studios for photo and video shoots.

Important Worker Characteristics:

- A. Knowledge of (1) imaging and multimedia equipment selection, setup, production, maintenance and repair; (2) techniques in photography and videography to produce professional results; (3) photo and video marketing techniques; and (4) Commission organization, policies, and procedures.*

**Typically acquired or fully developed primarily after employment in this job class.*

- B. Skill and ability to (1) create high quality imagery and video including use of various lenses, lighting, and aesthetics; (2) coordinate production and presentation activities; (3) maintain inventory and repair records; (4) organize and prioritize multimedia and imaging work involving multiple locations and users.
- C. Skill in problem solving to select, organize and logically process relevant information (verbal, numerical or abstract) to solve a problem. Examples include operating a variety of technical equipment and working with other divisions and units to produce videos to include scheduling and organizing participants and venues.
- D. Skill in communication to understand verbal and written information (including facts, descriptions and ideas) and to express such information verbally so that others will understand. This includes skills in actively listening to ascertain key information, including concerns, wants and needs of others, and in coordinating to achieve desired results including agreement or compliance. Examples include reading and writing technical reports and correspondence.

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- E. Interpersonal skills to interact effectively with contacts in a businesslike, customer service-oriented manner; this includes skill in establishing and maintaining effective working relationships and working as a member of a team.
- F. Skill in using (1) photographic and video equipment to include cameras, lighting and audio; (2) photographic and video editing software; (3) and other imaging production equipment to include scanners, disc burners, projectors, storage systems and drives, media readers, and photo printers; (4) computer, modern office software (such as MS Office).

Minimum Qualifications (MQs):

1. Bachelor's Degree in Multimedia Production, Communication, Digital Imaging, Photography or any related field.
2. An equivalent combination of education and experience may be substituted, which together total four (4) years.
3. 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.
4. Pass Commission medical examination.

Working Conditions:

Works in office and field. May include outdoor work (facility sites). Incumbents in this class must frequently: remain in a stationary position, and position self to complete work, climb ladders, stairs or scaffolding, stooping to photograph certain angles, manipulate equipment; communicate and exchange information with internal staff and the public, be able to see objects from near or far, distinguish between colors and lift and carry equipment weighting up to 49 pounds. Occasional overtime, after-hours, weekend or on-call work may be required.