

The Maryland-National Capital Park and Planning Commission

TITLE: Visual Media & Imaging Specialist II GRADE: 24 DATE: 12/8/2020
SERIES: Artistic Display CODE: 1723 EEO: Professional FLSA: Exempt

Class Definition:

Under direction, performs work involving the design and coordination of visual media and imaging services for a department. Assigned projects involve analyzing program needs and developing themes, concepts or approaches to coordinate projects with Commission programs. Designs and produces multimedia productions, develops goals, priorities and procedures, and maintains photo and video archive files and other records. Independently manages all aspects of the production effort; completed projects primarily involve many elements and are large or extensive in scope. The work involves a variety of visual media and imaging projects, each with its own sequence of different technical processes. Ensures the technical quality, effectiveness, timeliness, and conformance with standards of products. The work results directly in a product or service affecting many parts of the organization and consists of varied activities within the field that require a high level of accuracy. Some work may be confidential or sensitive. Applies comprehensive knowledge of, and skill in, video, audio, imaging and multimedia equipment selection, setup, production, maintenance, repair, and training principles, techniques in photo and video to produce professional results, photo and video presentation and marketing techniques, and best practices for online communication, printing procedures, and archival storage and handling techniques. Independently performs various types of analyses and solves difficult, complex and challenging problems. 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 ongoing functional responsibilities and requirements of specific assignments. The incumbent independently plans and carries out the work in conformance with established policies and procedures and accepted practices, resolves commonly encountered work problems and deviations by selecting and applying the appropriate guidelines, keeps the supervisor informed and brings procedural exceptions to the supervisor's attention for guidance or resolution. The work is expected to be accurate, timely and consistent with guidelines – the incumbent is held responsible for results; work is evaluated in terms of quality, quantity, timeliness, teamwork, customer service and other factors.

Examples of Important Duties (Estimated Percentages):

1. Core Functions (±75%) – assigned functions vary by position and area of assignment
 - Visual Media & Imaging Services. Designs and coordinates visual media and imaging services for a department; works with multimedia and imaging staff and project coordinators to recommend and select mediums and methods that effectively convey desired subject matter and key marketing messages.
 - Coordination Projects and Activities. 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. 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 designs of multimedia productions, exhibits, displays, publications, visual media campaigns, and other artistic presentations.

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- Multimedia Productions. Coordinates research, design, and production of major multimedia productions and other artistic presentations.
 - Digital and Optimal Imaging and Photography. Performs highly skilled creative, artistic, and technical work in 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; produces high quality photo work for use on marketing material including print, web, and social media. Plans, schedules and monitors photographic requests made by staff for special event coverage.
 - Work Program Coordination. Coordinates work program to produce video productions and provide photo coverage; manages schedules and deadlines for team and monitors work of other technical staff, where applicable. Develops training materials and provides training and technical assistance to staff.
 - Develop Goals, Priorities and Procedures. Assesses priorities and develops goals and procedures for photography and video work; makes recommendations to unit supervisor.
 - Maintain Photo Archive and Inventory Records. Manages photo and digital media archives for department with updated high-quality images tagged for easy media and staff use. Provides database guidance and training, as needed, to staff so they can easily access and use photo resources. Manages distribution and electronic transmission of extensive collection of digital photo files, slides, prints, multimedia presentations and production equipment; and maintains inventory records.
2. Other (±25%)
- Provides needed maintenance for all photographic and video equipment.
 - Works with the web and social media team on creating content, graphic elements and video to enhance information about plans and projects.
 - Creates and tracks video launch plan for each production detailing purpose, scope, audience and schedule; develops consistent methods to plan, track and communicate video production benchmarks and launch.
 - Responds to staff requests for photo assistance with retrieval of existing images and creation of new photos; responds to staff requests and ideas for video projects.

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Important Worker Characteristics:

A. Comprehensive knowledge of, and skill in, (1) imaging and multimedia equipment selection, setup, production, maintenance, repair, and training principles; (2) techniques in photography and videography to produce professional results; (3) photography and videography presentations and marketing techniques; (4) best practices for online communication; (5) printing procedures; (6) archival storage and handling techniques; and (7) 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; (2) coordinate production and presentation activities; (3) maintain inventory and repair records; (4) use creativity to produce visual media and imaging; (5) organize and prioritize multimedia and imaging work involving multiple locations and users; and (6) train staff in audio-visual procedures.
- C. Skill in problem solving to select, organize and logically process relevant information (verbal, numerical or abstract) to solve a problem. This includes skill in identifying subtle aspects of problems and making recommendations and decisions. Examples include operating a variety of technical equipment and designing and coordinating visual media and imaging services for a department.
- D. Skill in communication to understand verbal and written information (including facts, assertions and arguments), draw inferences, form hypotheses, and develop logical arguments, and to express such information so that others will understand, and, in some situations, agree, comply or take other desired actions. This includes skill in actively listening to ascertain key information, including perspectives, concerns, wants and needs of others, and in coordinating to obtain desired results including agreement or compliance. Examples include reading and writing technical reports and correspondence; writing, editing and proofing marketing materials.
- E. Interpersonal skills to interact effectively with business 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) digital, photographic and video equipment to include camera, lenses, lighting and audio; (2) photographic and video editing software; (3) network imaging work stations; (4) other imaging production equipment to include scanners, disc burners, projectors, storage systems and drives, media readers, and photo printers; and (5) computer, modern office software (such as MS Office).

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Minimum Qualifications (MQs):

1. Bachelor's Degree in Multimedia Production, Communication, Digital Imaging, Photography or any related field.
2. Two (2) years' experience in visual media and imaging production or commercial photography, or multimedia production.
3. An equivalent combination of education and experience may be substituted, which together total six (6) years.
4. Valid driver's license in accordance with both State and Commission rules and regulations. Driver's license 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.
5. 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 40 pounds. Occasional overtime, after-hours, weekend or on-call work may be required.