City of Stoughton
Position Description

Name: ~~Derek Westby~~ **Department:** IT/Media Services

Position Title: Media ~~Production Specialist~~Manager/Help Desk Assistant **Pay Grade:**
FLSA:

Date: ~~August 2014~~March 2022 **Reports To:** ~~Director of Media Services~~Senior Network Administrator

Purpose of Position

The purpose of this position is to provide comprehensive support ~~to the Media Services Director~~ in all areas of operation within the Media Services ~~Department~~Division of the IT/Media Services Department.

Essential Duties and Responsibilities

The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

WSTO

- Develop ~~cable~~ video programming that reflects Stoughton's educational, governmental, cultural, religious and commercial activities, as well as community spirit.
- Create and program a schedule of programs including basic ongoing programs, special one-time programs, and related classified and sponsorship messages and program it in the video automation system.
- ~~Recruit,~~ T~~t~~rain~~,~~ and supervise both volunteer and paid part-time hourly staff.
- Scheduling of WSTO Staff to ensure the widest coverage of events in the city.
- Direct and/or produce a wide range of programing using a wide range of equipment and settings including single camera ~~to tape~~, multi-camera ~~to tape~~, live multi-camera, remote controlled camera, etc.
- Train people to use in-studio and remote video and audio equipment including camera, editing, character generators, etc.
- Disseminate information regarding ~~Stoughton Cable's production/access~~WSTO's activities, available services and opportunities.
- ~~Assist director with developing policies, planning future programs, and evaluating the Channel's success.~~
- Assist individuals and community groups with planning and developing their own programs.
- Prepare written reports for the ~~Media Services Director~~Senior Network Administrator and/or other City staff as requested.
- Maintain equipment and make replacement and purchasing recommendations as needed.
- Perform fundraising activities.
- ~~Supervise part-time hourly production staff and/or volunteers.~~
- Maintain online availability of ~~all~~ WSTO programming.
- Ensure proper equipment is available on location for all scheduled ~~shoots~~productions.
- ~~Create schedules for paid part-time media staff and/or volunteers to ensure as many community events are covered as possible.~~
- Edit content for ~~cablecast~~public viewing as well as internal and paid uses.
- Create and/or duplicate DVDs, Blu-rays and Digital Files for city staff and the public as requested
- Convert media to DVD or digital files as requested by city staff and the public.
- Manage and maintain WSTO's social media avenues in a professional manner.
- Work with outside companies and organizations for contracted media coverage and support.
- Provide graphic design and publication design as requested by city staff.

Media Production Specialist

~~COMMUNICATIONS~~TELEPHONY

- ~~Maintain, program and install the internal IP phone system in all municipal buildings.~~Assist with overall management of the internal telephone system as needed including all associated software and hardware.
- ~~Maintain and/or install peripheral devices associated with the internal IP phone system including voicemail, wireless accessories, teleconferencing devices, recording devices, network switches (via the designated City IT manager), and desktop computer software applications.~~
- ~~Provide proper~~Assist with training to all City staff in the use of the telephone system and associated devices.
- ~~Resolve all reported system disruptions in a timely manner.~~
- Coordinate the involvement of third party tech support as needed.
- Maintain knowledge base of current and emerging trends in communications technologies that may impact current and/or day to day City function.
- Assist with ensuring all City employees are appropriately trained in the use of any wireless technology they are issued.
- Provide troubleshooting of issues with wireless technologies is completed in a timely and complete fashion as needed.

MEDIA TECHNOLOGY SUPPORT

- Troubleshoot all media technologies used by City staff during day-to-day ~~operations with the exception of the City data network backbone~~. These items include primarily audio-visual technology (projectors, audio equipment, televisions~~, overhead projectors~~, security camera systems, handheld cameras, DVD/BluRay players~~, video scan converters, handheld audio recorders~~, etc.)
- Install various media technologies and associated infrastructure in all City buildings including but not limited to data and coax cable runs, custom installation of A/V systems (projectors, audio systems, video presentation equipment, security systems, etc.), cable terminations and/or wall plate installation, etc.
- Make recommendations and/or prepare project cost quotes for individual departments regarding possible media technology solutions as requested.

IT SUPPORT

- Serve as the tier-one help desk technician responding to basic technical support issues in a timely and professional manner
- Assist the Senior Network Administrator and IT/Media Director with additional technology support as need.

WEB PRESCENCE / SOCIAL MEDIA

- Facilitate the use of the content management software package provided for City departments by providing proper training of staff and through monitoring if departments are updating their individual sections on the City webpage.
- Perform maintenance of the non-department specific areas of the main City webpage.
- Update and/or create sections on the City website as requested by department heads.
- Assist with creation and management of satellite sites of the main City website for various purposes (for example - the City document storage site, the WSTO online viewing site, etc.)
- Assist with the management and archiving of all City of Stoughton Social Media Accounts as requested

Minimum Training and Experience Required to Perform Essential Job Functions

- A four year degree in a related field and at least two years of paid experience in a related field or any combination of education and experience that provides equivalent knowledge, skills, and abilities.
  Must have a valid Wisconsin Driver's License
  Working knowledge of software applications used in video editing, audio editing, ~~dvd~~ authoring, video compression, file transfers, graphic design, video playback automation, word processing, and email.
  Working knowledge of a variety of standard video production tools including cameras, microphones, studio and remote lighting kits, audio boards, video switchers, ~~digitial~~ video~~/dvd~~ and disc based recorders and

players, and ~~character generators.~~computer based video production equipment including NewTek Tricasters and BlackMagic Design switchers
Experience with content management websites, ~~Wordpress blogs and~~ video streaming servers and Adobe Creative Suite
Or any combination of education and experience that provides equivalent knowledge, skills, and abilities.

Physical and Mental Abilities Required to Perform Essential Job Functions

Language Ability and Interpersonal Communication

Requires the ability to provide guidance, assistance and/or interpretation to others, such as co-workers and the public, on how to apply policies, procedures and standards to specific situations.
Ability to communicate effectively with supervisor, part-time staff, other city staff and the general public.

Mathematical Ability

Ability to perform addition, subtraction, multiplication and division; calculate percentages and decimals; may require the ability to perform mathematical operations with fractions.
Ability to use and understand a 24-hour time format

Judgment and Situational Reasoning Ability

Requires the ability to apply principles of rational systems.
Ability to interpret instructions furnished in written, oral, diagrammatic or schedule form.
Ability to exercise independent judgment to adopt or modify methods and standards to meet variations in assigned objective.
Requires the ability to exercise the judgment, decisiveness and creativity required in situations involving the evaluation of information against measurable or verifiable criteria.

Physical Requirements

Requires the ability to operate, maneuver and/or provide simple but continuous adjustment on equipment, machinery and tools such as a computer and other office machines, and/or materials used in performing essential functions.
Ability to coordinate eyes, hands, feet and limbs in performing skilled movements such as rapid keyboard use.
Tasks involve the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and pulling of objects weighing five to 75 pounds.
Requires the ability to recognize and identify similarities or differences between characteristics of colors, shapes and sounds associated with job-related objects, materials and tasks.

Environmental Adaptability

Ability to work under a wide range of conditions with a majority of the time under comfortable conditions that pose little risk of injury, however occasional exposure to heights and/or uncomfortable environmental conditions.

The City of Stoughton is an Equal Opportunity Employer. In compliance with the American with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

Employee's Signature	Supervisor's Signature

Media Production Specialist

Date Date