CITY OF ALBANY
MEDIA & COMMUNICATIONS ADMINISTRATOR

Under direction, oversees the operation of video cameras to televise and web stream designated subject matter for use by the City and community; administers all phases of media production, including audio, graphics, non-linear editing, and final post-production; directs the technical aspects of broadcasts; maintains audio and video equipment; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED
Receives direction from the City Manager. Exercises no direct supervision over staff. May exercise technical and functional direction to lower-level staff.

Examples of ESSENTIAL JOB FUNCTIONS (Illustrative Only)
Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Performs various broadcasting functions, including maintaining and operating cameras and related equipment to record, broadcast and/or web stream public meetings; produces and serves as systems engineer and technician.
- Directs the technical aspects of a broadcast including coordinating multiple cameras, audio and video sources.
- Administers and provides audio-visual and live sound services and support for City meetings and City-sponsored events, including setting up computers, displaying presentations, and video conferencing.
- Ensures sound and lighting equipment and cameras are in good working order; sets up and takes down equipment.
- Reviews all broadcasts for compliance with station procedures, FCC regulations and appropriate audio levels and visual clarity, adjusting as required and/or advising of deviations from standards.
- Oversees and coordinates production efforts with staff and volunteers.
- Assists in the development and design of production facilities.
- Participates in the procurement process including researching materials, equipment, and vendors, recommending purchases, and assisting with specifications.
- Oversees the KALB station programming.
- Serves as co-producer of the City’s public information cable television programs and projects; manages all phases of pre, post and field production, including talent selection, audio, graphics, and final post-production.
- Serves as video editor and producer for assigned productions including non-linear editing, adjusting timing, adding music and creating transitions; performs content production for television, web and social media, live television broadcasts and web streaming.
- Performs graphic design functions as needed, including for web, print and social media, television bulletin boards, and signage.
- Performs content and social media curation, design, training and maintenance for City website and special program sites; serves as liaison with other departments for web agendas, public documents, social media, and communications.
- Supports, maintains, adheres to and recommends revisions, when necessary to policies and procedures; presents current and future policy initiatives of KALB to various City staff or committees.
- Manages various media production projects.
• Oversees the audio-visual system installation and maintenance for all City facilities.
• Performs related duties as assigned.

Knowledge of:

• Operating characteristics and procedures of media production.
• Principles and practices of television, web, and studio content production, including camera operation, lighting, sound, design, graphics, event production, and content dissemination and communications.
• Planning compositions, lighting, and color values of a subject or object.
• Working under time-sensitive, stressful conditions.
• Principles and methods of training and instruction.
• Applicable Federal, State, and local laws and regulations.
• Principles of organization and administration of personnel management.
• Principles and practices of effective planning.
• Current trends in audio and video installation and production.
• Basic principles and practices of web design and CMS and Granicus platforms.
• Modern office practices, methods, and computer equipment and applications related to the work, including word processing, database, spreadsheet software, Adobe Creative suite, video editing software, and television scheduling software.

Ability to:

• Set up, operate and maintain video production equipment, including cameras, digital graphics, and audio.
• Receive technical instructions, communicate ideas concisely and effectively, and adapt to rapidly changing situations and schedules.
• Relate capabilities and limitations of equipment to a subject or object of a television broadcast.
• Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner.
• Work a variety of shift schedules to accommodate access to City locations, special events, and public meetings.
• Represent the department and the City effectively with public and private organizations and the public.
• Work independently to analyze problems and implement solutions
• Operate modern office equipment including computer equipment and specialized software applications programs.
• Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.
• Communicate clearly and concisely, both orally and in writing.

Education and Experience

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

A Bachelor’s degree from an accredited college or university with major course work in broadcasting, television production, film, journalism, communications, marketing, public relations, or a related field, and three years of progressive experience in video photography and production including pre- and post-production activities.
Licenses and Certifications
Valid California Driver’s License.

Physical Demands
Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various City and meeting sites; vision to read printed materials and a computer screen; hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification, although standing and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects of light to moderate weight with the use of proper equipment.

Environmental Elements
Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

Special Requirements
Positions in this classification require a willingness and ability to work flexible hours, including to attend occasional off hours meetings and events.