

**City of Dallas**  
**Classification Specification**

<b>Title:</b>	<b>Multimedia Specialist</b>	<b>Class Code:</b>	<b>74008</b>
<b>Application:</b>	<b>Career Series</b>	<b>Pay Grade:</b>	<b>H</b>
<b>Supplemental/Code:</b>	<b>Technical/8</b>	<b>Established:</b>	<b>10/01/2014</b>
<b>FLSA Status:</b>	<b>Non-Exempt</b>	<b>Revised:</b>	<b>10/01/2014</b>

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**Position Purpose:**

Under limited supervision, performs technical work in the production of creative and non-creative video and audio presentations for training, communications and public information.

**Essential Functions:**

1. Confers with the Public Information Director and/or the Manager of Dallas City News Network (DCNN) to determine program needs, identify production options, assist with script development and determine overall program content.
2. Conceptualizes, designs, and coordinates the production of video and audio programs to be used in training staff development, public information and education presentations, promotional programs, and internal and external informational productions.
3. Writes, either individually or as a member of a team, and edits scripts for video and audio productions.
4. Assists in set up and operation of cameras, lighting equipment, Teleprompters, microphones and other audio equipment, and monitors and adjusts equipment during taping sessions.
5. Shoots, edits video, selects music, designs digital video effects and creates graphics in order to create a finished product using editing systems and equipment.
6. Duplicates and distributes video and audio programs on various media formats to department employees, the general public, the media, and other stakeholders.
7. May train, coach and lead others.
8. Regular, reliable and punctual attendance is an essential function of the job.

**Knowledge, Skills and Abilities Required to Perform Work:**

Knowledge of current principles and practices of video production technology and applications in an educational environment.

Materials, processes, equipment, methods, and techniques used in the development and production of video projects.

Video production equipment, techniques, and quality standards.

Effectively using organizational and planning skills with attention to detail and follow through.

Assessing project needs and developing and promoting effective solutions.

Maintaining confidentiality of work related information and materials

Demonstrated proficiency using standard office software applications, and specialty computer graphics software application packages.

Ability to establish and maintain an effective working relationship with all levels of management, city officials, vendors, other government agencies, other employees and the public.

Ability to communicate effectively both orally and in writing with a wide variety of people.

**Working Conditions and Hazards:**

Occasional lifting of objects up to 30 lbs.

Subject to standing, walking, sitting, bending, reaching, kneeling, pushing and pulling.

Work is performed in a standard office environment and in a video production environment.

May work for extended periods with arms above shoulders.

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The above statements are intended to describe the general nature and level of work performed by personnel assigned to this classification and is not necessarily an exhaustive list of all responsibilities, duties and skills required.