

## MULTIMEDIA TECHNOLOGY COMMUNICATIONS SERIES

<b>Code No.</b>	<b>Class Title</b>	<b>Occ. Area</b>	<b>Work Area</b>	<b>Prob. Period</b>	<b>Effective Date</b>	<b>Last Action</b>
2503	Multimedia Communications Associate	02	210	6 mo.	04/15/12	Rev.
2504	Multimedia Communications Specialist	02	210	6 mo.	04/15/12	Rev.
2505	Multimedia Communications Supervisor	01	210	6 mo.	04/15/12	Rev.

***Promotional Line: 113***

Series Narrative

Employees in this series provide assistance in the production of video recordings/programs such as assistance in camera operations, lighting, sound, and/or editing. They do research on subjects to be programmed for presentation in an instructional situation. They also assist in or may be responsible for the planning and production of presentations. Under general supervision, this position is responsible for serving as editor and supervisor of operations including training and supervising staff members.

DESCRIPTIONS OF LEVELS OF WORK

**Level I: Multimedia Communications Associate** **2503**  
**Previous classes – Instructional Communications Programmer I, Video Production Assistant**

Employees at this level do research on subjects to be programmed for presentation in an instructional situation, assist in the planning and production of presentations, and facilitate the most prudent use of media in meeting instructional objectives. They work under direct supervision from a designated supervisor.

A Multimedia Communications Associate typically –

1. serves as a camera operator, gaffer, sound recordist, or editor in the production of broadcast and non-broadcast video recordings/programs
2. assists in determining production requirements, time, materials, and expenses
3. assists in the preparation of production and/or equipment reports
4. assists in preparing final video presentations for specific modes of delivery such as classroom use, web-based presentation, broadcast, and non-broadcast
5. performs routine maintenance and maintenance checks on video equipment
6. serves as shipping/receiving clerk for the video productions operation
7. assists in the acquisition of audio-visual elements for instructional needs
8. assists in working with faculty and students in the planning, preparation, and use of scheduled instructional presentations and individual study units
9. assists in the sequencing of audio-visual elements into integrated instructional presentations and individual study units

10. assists in the cataloging, filing, and up-dating of instructional materials used in a particular service
11. supervises and trains students in the use of instructional materials and services
12. informs and orients faculty, staff, students, and visitors on the functions and operations of a service
13. performs other related duties as assigned

**Level II: Multimedia Communications Specialist****2504****Previous classes – Instructional Communications Programmer II, Musical Instruction Specialist**

Employees at this level do research on subjects to be programmed for presentation in an instructional situation, assist in the planning and production of presentations, and facilitate the most prudent use of media in meeting instructional objectives. They are responsible for the development and maintenance of a music library and associated equipment, the development of automated instruction equipment for students, and assistance in the research of musical instruction. They work under general supervision from a designated supervisor.

A Multimedia Communications Specialist typically –

1. provides technical advice on the automation of tape instruction devices; provides technical information in the field of recording and automated musical instruction
2. designs modifications of existing equipment
3. recommends the purchase of necessary equipment and supplies
4. acquires and assimilates audio-visual elements for instructional needs
5. assists in the liaison between various departments with respect to the acquisition and production of elements to be used in instructional presentations and individual study units
6. schedules instructional materials, personnel, and facilities to meet instructional needs
7. receives, catalogs, files, and up-dates instructional materials used in a particular service
8. recommends to designated supervisor, materials, supplies, procedures, and equipment needed for efficient operation of a particular service
9. supervises and trains students in the use of instructional materials and services; supervises engineering and recording staffs as designated
10. maintains records of student attendance and use of materials and services for instruction
11. performs work related to the lower level in this series
12. performs other related duties as assigned

**Previous classes – Instructional Communications Programmer III, Instructional Materials Specialist, Video Post-Production Supervisor**

Employees at this level supervise the engineering practices and technical operations, maintenance, and repair of an instructional communications unit. They select, develop, and direct the preparation of audio and/or visual instructional tools. Employees are responsible for the programming of presentations to be used in instructional situations including researching, planning, and production of materials and, for the facilitation of the most prudent use of media in meeting instructional objectives. They work under direction of a designated supervisor.

A Multimedia Communications Supervisor typically –

1. coordinates and supervises the scheduling of instructional materials, personnel, and facilities to meet instructional needs
2. coordinates and supervises the acquisition, cataloging, filing, and up-dating of instructional materials used in a particular service
3. responsible for identifying media most suitable to course content, and based on an understanding of curriculum requirements, advises faculty and staff on effective means of communicating course content by means of audio and/or visual aids
4. develops audio and/or visual instructional tools and techniques based upon specialized course requirements, as well as upon current advances in the field of audio and/or visual instruction; researches, evaluates, tests, and recommends new equipment in order for the facility to remain current with its technology
5. supervises the preparation of audio and/or visual instructional tools
6. responsible for recommending the effective utilization of audio and/or visual aids in television and motion picture productions, serves as a consultant to instructional systems designers
7. supervises the work of others assigned to assist in the performance of related work; recruits, trains, evaluates and disciplines employees within the facility
8. develops and monitors policies and procedures to ensure successful continuation of editing and advises the operations manager of these policies to ensure that the facility is prepared for various uses
9. operates a variety of video, audio, and graphics production equipment
10. works with engineers to troubleshoot equipment problems
11. performs work related to the lower level in this series
12. performs other related duties as assigned

MINIMUM ACCEPTABLE QUALIFICATIONS REQUIRED FOR ENTRY INTO:**Level I: Multimedia Communications Associate****2503****Previous classes – Instructional Communications Programmer I, Video Production Assistant**

## CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. Any one or any combination of the following, totaling **one (1) year (12 months)**, from the categories below:
  - a) experience in instructional communications, instructional technology, industrial communications, video production or closely related fields
  - b) credit for college course work in communications or closely related field (such as photography, journalism, advertising, public relations, broadcasting, graphic design, music or instructional technology, or video production)
    - 30 semester hours equals 6 months
    - 60 semester hours equals 12 months
  - c) vocational training in a field closely related to video production

## KNOWLEDGE, SKILLS &amp; ABILITIES (KSAs)

1. Knowledge of function and operation of all types of instructional communication equipment
2. Skill in the operation and maintenance of instructional communications equipment
3. Ability to carry heavy equipment
4. Ability to drive a motor vehicle
5. Mechanical ability

**Level II: Multimedia Communications Specialist****2504****Previous classes – Instructional Communications Programmer II, Musical Instruction Specialist**

## CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. Any one or any combination of the following, totaling **two (2) years (24 months)**, from the categories below:
  - a) experience in audio-visual materials preparation, instructional communications, industrial communications, installation, use, or modification of recording equipment or closely related fields
  - b) credit for progressively more advanced college course work comparable to that leading to a major in communications or closely related fields (such as photography, journalism, advertising, public relations, broadcasting, graphic design, music or instructional technology or video production)

- 30 semester hours equals 6 months
- 60 semester hours equals 12 months
- 90 semester hours equals 24 months

#### KNOWLEDGE, SKILLS & ABILITIES (KSAs)

1. Knowledge of the theory and practice of instructional communications equipment
2. Basic knowledge of electronic circuitry and theory
3. Knowledge of function and operation of all types of instructional communication equipment
4. Knowledge of routine office software such as word processing, spread sheets, and/or databases
5. Skill in the operation and maintenance of instructional communications equipment
6. Skill in trouble-shooting and repairing
7. Ability to communicate effectively orally and in writing.
8. Ability to analyze schematic diagrams in practical application of theory
9. Ability to carry heavy equipment
10. Ability to drive a motor vehicle
11. Ability to enter data in and work with advanced database systems
12. Ability to work with calendaring systems to track educational space usage
13. Mechanical ability

#### **Level III: Multimedia Communications Supervisor**

**2505**

**Previous classes – Instructional Communications Programmer III, Instructional Materials Specialist, Video Post-Production Supervisor**

#### CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. Any one or any combination of the following, totaling **three (3) years (36 months)**, from the categories below:
  - a) experience in audio-visual materials preparation, instructional communications, industrial communications, preparation and utilization of audio and/or visual instructional materials, video production and editing using advanced television electronic graphics and still-store equipment or closely related fields
  - b) college training in a field(s) related to the preparation and utilization of audio and/or visual instructional material or to that leading to a major in communications or closely related fields (such as photography, journalism, advertising, public relations, broadcasting, graphic design, music or instructional technology, or video production)

- 30 semester hours equals 6 months
- 60 semester hours equals 12 months
- 90 semester hours equals 24 months
- 120 semester hours equals 36 months

2. **One (1) year (12 months)** of experience comparable to that gained at the lower level of this series

KNOWLEDGE, SKILLS & ABILITIES (KSAs)

1. Basic knowledge of electronic circuitry and theory
2. Knowledge of function and operation of all types of instructional communication equipment
3. Knowledge of routine office software such as word processing, spread sheets, and/or databases
4. Knowledge of budgeting
5. Skill in the operation and maintenance of instructional communications equipment
6. Skill in trouble-shooting and repairing
7. Ability to communicate effectively orally and in writing
8. Ability to analyze schematic diagrams in practical application of theory
9. Ability to carry heavy equipment
10. Ability to drive a motor vehicle
11. Ability to enter data in and work with advanced database systems
12. Ability to work with calendaring systems to track educational space usage
13. Mechanical ability