

**SAN MATEO COUNTY OFFICE OF
EDUCATION**

CLASS TITLE: MEDIA ANALYST

BASIC FUNCTION:

Under the direction of an assigned Integrated Technology Director or Manager, perform a variety of technical duties in the pre- and post-production of video products; set up and adjust audio-

Personnel Commission Approval:

December 12, 2022

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Coordinate and catalog the storage of digital files for all web-based audio and visual communication tools

Operate a variety of audio-visual equipment including remote-control devices, laptops, cameras, digital video recorders, projectors, amplifiers, microphones and speakers; integrate audio-visual devices into the SMCOE network and other audio-visual systems.

Establish and maintain connections for audio and video conferencing as required; troubleshoot and diagnose equipment and network integration failures, sometimes when meetings are in progress.

Reserve media and equipment for scheduled events; ensure audio-visual equipment, peripherals, tools and cables are available for scheduled events; research and recommend audio/visual presentation options, and work with County Office staff to plan for and arrange specialized requests.

Securely handle, edit and deliver sensitive and/or confidential audio-visual resources.

Respond to inquiries and provide information to staff concerning audio-visual equipment usage, scheduling, practices and procedures.

Disassemble and inspect equipment after usage, ensure all equipment and software signed out is accounted for, organized and stored properly.

Maintain and support all digital signage related to audio and visual communications

Inspect audio-visual equipment to ensure proper operation; clean, adjust and service parts and components; coordinate maintenance and repairs as needed for all audio-visual systems.

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Thoroughly document all HelpDesk tickets in a timely manner to ensure there is sufficient information to communicate what the problem was, how it was remediated, and to suggest actions to prevent a similar issue (where appropriate).

Attend and participate in various meetings and trainings as assigned

OTHER DUTIES:

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

State-of-the-art audio, video and editing equipment

State-of-the-art audio, video and editing software

All phases of digital media production, including script and storyboard development, video and audio recording, graphics, lighting and use of special effects techniques

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Coordinate the process of implementation of new software and hardware solutions
Work independently with little direction.
Plan and organize work.
Communicate effectively orally and in writing.
Establish, model, and maintain cooperative and effective working relationships with others.
Maintain various records related to work performed.
Understand and follow oral and written instructions.
Meet schedules and timelines.

MINIMUM QUALIFICATIONS:

Any combination of education and experience providing the job knowledge, skills, and ability for successful job performance will be considered for positions in this classification. Typical qualifications would be equivalent to:

EDUCATION: An associate art degree in television, film, digital media production, fine arts, or related field; and

EXPERIENCE: Two years' of direct experience working with audio/visual production and editing.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

WORKING CONDITIONS:

ENVIRONMENT:

Primarily an office environment, school offices and classrooms; occasionally will shoot video outdoors

Driving a vehicle to conduct work.

Duties for this position are performed on-site

PHYSICAL DEMANDS:

Dexterity of hands and fingers to operate a computer keyboard.

Hearing and speaking to exchange information.

Seeing to view a computer monitor and read a variety of materials.

Sitting for extended periods of time.

Lifting, carrying, pushing or pulling moderately heavy objects as assigned by position.

Bending at the waist, kneeling or crouching.

Reaching overhead, above the shoulders and horizontally.

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