

## **OCCUPATIONAL GROUP: Information and Publicity**

### **CLASS FAMILY: Multimedia**

#### **CLASS FAMILY DESCRIPTION:**

**This family of positions includes a range of positions involved in providing public information for State of West Virginia agencies in various multi-media formats. Areas of assignment may include Advertising, Graphics, Photography, Media Design Technology, Print Media, or Multimedia.**

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#### **CLASS TITLE: Multimedia Specialist 1**

#### **DISTINGUISHING CHARACTERISTICS:**

These positions are the first level in this series, and work at full performance level. The primary purpose of these positions is to develop and maintain various types of media for an agency or department. The information prepared may be electronic (digital pictures, website, video) or paper based (brochures, newsletters, books, photographs.); however, all information prepared is intended to enhance and enable communications between the public and an agency or within agencies. They do not supervise any employees. Perform related work as required.

**EXAMPLES OF WORK:** *(Any specific position in this class may not include all of the duties listed; nor do the examples listed cover all of the duties which may be assigned.)*

- Designs, composes and does layout of print, photographic and/or video-taped productions.
- Produces drawings to be used in publications, slides or video-taped productions.
- Recommends most effective media, art work and other graphics, preparing sketches, rough drafts and mechanicals to determine desired results.
- Produces high-quality prints for display; enlargement of photographic negatives projected onto light-sensitive photo paper that is then developed, fixed, rinsed and dried; scanning negatives or prints, processing the resulting files by cropping, removing dust specks, and adjusting levels via Adobe Photoshop and, then, producing archival prints with an Epson printer.
- Produces media "camera-ready" high-resolution digital images (including glossy black-and-white photographic prints) for a wide variety of media users including newspapers, magazines and books.
- Edits film and tape for desired results .
- Mixes developing and fixing solutions following formulae, and processes film.
- Makes enlarged or reduced photographic prints according to photographic requirements from original negative using an enlarger.
- Photograph various images of WV throughout the state to be used in ads, newspaper & magazine articles, billboards, posters, brochures, maps; taking images to maintain and keep up to date our extensive image library.

- Edits, archives and maintains digital image library from photo assignments; computer editing of digital images, slide scanning, captioning and archiving digital images in photo library.
- Maintains and organizes digital image library for use by agency graphic & web designers.
- Takes black and white stills, color stills, color slides, and video tape, using appropriate equipment.

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Knowledge of the capabilities and use of video cameras, cameras, and other photographic equipment .
- Knowledge of graphic design software,
- Knowledge of electronic image processing procedures.
- Knowledge of standard methods of developing film, making enlargements or reproductions, and making finished prints.
- Knowledge of HTML, Adobe Photoshop, Illustrator, Dreamweaver/Golive, Flash and Image Ready, and Adobe Creative Suite.
- Ability to visualize and interpret ideas through a variety of graphic and art media.
- Ability to use artistic techniques, media and equipment to produce quality art work in a variety of media and formats.
- Ability to communicate well, both orally and in writing.
- Ability to select and compose suitable subjects, for quality photographic reproduction.

**MINIMUM QUALIFICATIONS:**

**Education:** Graduation of a standard high school or the equivalent.

**Experience:** 0 - 2 years of full time or equivalent part-time paid experience in area of information and publicity.

**Education & Experience Substitution:** N/A

**Certificates, Licenses, Registrations:** N/A

**CLASS TITLE: Multimedia Specialist 2**

**DISTINGUISHING CHARACTERISTICS:**

These positions are the advanced level in this series. The primary purpose of these positions is to develop and maintain various types of media for an agency or department. The information prepared may be electronic (digital pictures, website, video) or paper based (brochures, newsletters, books, photographs.); however, all information prepared is intended to enhance and enable communications between the public and an agency or within agencies. The individuals in these positions may act as project leader and may have some input into a budget. Perform related work as required.

**EXAMPLES OF WORK:** *(Any specific position in this class may not include all of the duties listed; nor do the examples listed cover all of the duties which may be assigned.)*

- Creates, edits, and approves submitted content for agency website.
- Advises and trains staff in use of web content management.
- Prepares recording studio and control room for daily television productions; operates studio cameras; assists as production team in field production with camera, audio, and lighting work; setup and operate media devices to deliver a statewide programming stream.
- Captures all programming by preparing and recording taped shows onto Windows capture program for video streaming; recorded on to digital tape for automated playback in the evenings and on weekends.
- Performs preventative maintenance on field and studio equipment.
- Conducts research on new equipment.
- Develops, researches, produces, directs, writes and edits multimedia programs.

### **KNOWLEDGE, SKILLS AND ABILITIES:**

- Knowledge of Associated Press style writing.
- Knowledge of proper spelling and grammar.
- Knowledge of creative writing and editing to match the content and space
- Knowledge of studio and control room setup including camera calibration, studio lighting and operation of studio cameras for daily television productions.
- Knowledge of technical direction in field production with camera, audio, and lighting.
- Knowledge of Video and audio editing software used for regular programming and special projects for outside agencies and individuals.
- Knowledge of graphic design software,
- Knowledge of HTML, Adobe Photoshop, Illustrator, Dreamweaver/Golive, Flash and Image Ready, and Adobe Creative Suite.
- Ability to communicate effectively both orally and in writing.
- Ability to evaluate existing programs and make recommendations to implement, improve and revise programs.
- Ability to develop and maintain good working relationships with a wide variety of organizations, agencies and individuals.
- Ability to visualize and interpret ideas through a variety of graphic and art media.
- Ability to use artistic techniques, media and equipment to produce quality art work in a variety of media and formats.
- Ability to communicate well, both orally and in writing.
- Ability to perform as lead worker.

### **MINIMUM QUALIFICATIONS:**

**Education:** Bachelor's degree from a regionally accredited college or university.

**Experience:** 1 - 3 years of full time or equivalent part-time paid experience in information and publicity.

**Education & Experience Substitution:** Additional full-time or equivalent part-time paid experience in a field of multimedia may substitute for above education on a year-for-year basis.

**Certificates, Licenses, Registrations:** N/A

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**CLASS TITLE: Multimedia Specialist 3****DISTINGUISHING CHARACTERISTICS:**

These are senior-level positions, which generally have complete responsibility for a large publication or media program. These individuals generally have input into setting a budget and may supervise other employees. Perform related work as required.

**EXAMPLES OF WORK:** *(Any specific position in this class may not include all of the duties listed; nor do the examples listed cover all of the duties which may be assigned.)*

- Oversees a media program and staff; includes administrative duties, preparing and monitoring department budget, training and evaluating employees, managing routine office matters
- Serves as Executive Producer for all media programming of the agency.
- Assigns and approves stories to be produced by staff.
- Produce radio, TV and internet stories for broadcast and online posting
- Review incoming manuscripts and story proposals for possible publication.
- Select or assign stories and plan upcoming issues; correspond and work with authors, photographers and other contributors.
- Edit, correct and proofread approved stories; write additional content as needed.

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Knowledge and experience in office management, budget preparation and monitoring, staff supervision and training.
- Knowledge and experience in developing and producing radio and TV news and public affairs programming.
- Knowledge of practical journalism, including the ability to gather information, write and assemble stories in audio and video formats or written publications.
- Knowledge of radio production and on-air presentations.
- Knowledge of printing, layout and design principles, familiarity with photography technique and principle
- Knowledge and experience in broadcasting and journalism.
- Basic journalistic skills of interviewing and interacting with people of varying backgrounds.
- Ability to communicate well, both orally and in writing.

**MINIMUM QUALIFICATIONS:**

**Education:** Bachelor's degree from a regionally accredited college or university

**Experience:** 3 - 4 years of full time or equivalent part-time paid experience in information and publicity.

**Education & Experience Substitution:** Additional full-time or equivalent part-time paid experience in a field of multimedia may substitute for above education on a year-for-year basis.

**Certificates, Licenses, Registrations:** N/A

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**CLASS TITLE: Multimedia Manager****DISTINGUISHING CHARACTERISTICS:**

These positions manage a multimedia unit or department. They are responsible for the work of the unit, as well as the policies and processes. These positions supervise professional, technical and clerical staff and have budgetary responsibilities. Perform related work as required.

**EXAMPLES OF WORK:** *(Any specific position in this class may not include all of the duties listed; nor do the examples listed cover all of the duties which may be assigned.)*

- Supervise the duties of the on-air, operational staff, programming, and regularly review audience information from Arbitron in order to gauge the success of our programming and review programming that is available for possible airing on West Virginia Public Radio. Monitor the radio station to evaluate the announcers, all programming, and station operations. Develop the station's programming budget.
- Create program schedules for broadcasting.
- Receive, review, and respond to listener concerns and questions from our entire radio audience. This information is used when making my decisions regarding which programs to continue and which programs should be replaced.
- Work with independent producers to produce award-winning programming; being involved in the funding process, reviewing scripts, reviewing the documentary throughout the production stages, and approving the final product.

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Knowledge of FCC regulations that govern public broadcasting.
- Knowledge of best practices in programming for public radio, production, journalism, and announcing.
- Knowledge of public broadcasting program rights management and execution.
- Knowledge of television technical distribution methods including satellite transmission, compression standards, formatting of television content, metadata presence and use, and non-real time delivery via broadband.
- Knowledge of basic accounting and budgeting practices.
- Knowledge of basic computer networking practices, technology and topology.
- Knowledge of state, commercial, federal and ethical rules regulation and standards of practice for information service providers.
- Skill to speak publicly.
- Ability to analyze audience characteristics and acquire, schedule and manage programming that serves the mission of this service.
- Ability to motivate and lead personnel.
- Ability to communicate effectively in written and oral situations.
- Ability to analyze and interpret audience measurement data to establish trending information about how service is used locally and how that compares nationally.

**MINIMUM QUALIFICATIONS:**

**Education:** Bachelor's degree from a regionally accredited college or university

**Experience:** 6 - 8 years of full time or equivalent part-time paid experience in information and publicity.

**Education & Experience Substitution:** Additional full-time or equivalent part-time paid experience in a field of multimedia may substitute for above education on a year-for-year basis.

**Certificates, Licenses, Registrations:** N/A

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