

CREATIVE CONTENT SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: Under the direction of the Public Information Officer or department head, this position is focused on video and audio editing and production, as well as curation and management of public-facing video distribution channels. Supervision is not typical of this class.

TYPICAL WORK ACTIVITIES: (Illustrative Only)

- Video and audio production for programming, marketing, and communication purposes;
- Editing, sound engineering, and post-production on new video content, recordings from live virtual programs, and original programs;
- Rendering finished videos for upload to public-facing distribution channels;
- Podcast production, including acting as producer, creating editorial calendar and production schedule, conducting and assigning interviews, acting as host, sound engineering raw audio files, compiling and writing show notes, and uploading final product to various podcast apps;
- Curation and management of entity's public-facing video distribution channels, such as uploading videos to platforms to serve as on-demand programming, curating and maintaining playlists, writing and posting descriptions for videos, and capturing and analyzing platform statistics;
- Serve as audio/video technical expert for other employees, which includes researching and advising on relevant equipment purchases, writing instructions, and sharing best practices
- Participation in team projects related to marketing and communication initiatives and select cross-training with Public Information Specialist; and
- Other related tasks as required and assigned.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES, AND PERSONAL CHARACTERISTICS:

- Knowledge of principles, techniques, and tools used in creative video and audio creation, media, marketing, and communication;
- Knowledge of common computer software and applications (e.g., Outlook, Google Workspace, Microsoft Office);
- Knowledge of audio/video and graphics tools (e.g., AVID Pro Tools, Izotope, Adobe Suite, iMovie);
- Knowledge of podcast and social media apps (e.g., SoundCloud, Apple, Google Play, YouTube);
- Knowledge of audio/video equipment (e.g., microphones, audio/video recorders, sound boards, lighting rigs);
- Skill in creating, editing, and distributing video and audio products for public education and enjoyment;
- Ability to communicate effectively in a variety of formats;
- Ability to perform independently and as a team member;
- Good organizational and customer service skills, and attention to detail;
- Physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS:

- (A) Graduation from a regionally accredited or NYS registered college or university accredited by the NYS Board of Regents to grant degrees with a Bachelor's Degree in creative media, digital media, broadcast and digital journalism, audio or video engineering, or communications and three years full-time paid experience (or its part-time equivalent) in communications, media, television/radio/film, digital marketing, creative media, or a closely related field; **OR**
- (B) Graduation from a regionally accredited or NYS registered college or university accredited by the NYS Board of Regents to grant degrees with an Associate's Degree in creative media, digital media, broadcast and digital journalism, audio or video engineering, or communications and five years full-time paid experience (or its part-time equivalent) in communications, media, television/radio/film, digital marketing, creative media, or a closely related field; **OR**
- (C) Any equivalent combination of training and experience consistent with (A) and (B) above.