

JOB TITLE: Video Production and Support Specialist
PAY GRADE: CL 22
LAST REVISED: July 2025

*Job Descriptions/Class Specifications are intended to present a descriptive list of the range of duties performed by employees in the job and are **not** intended to reflect all duties performed within the job.*

Sierra College has a strong commitment to the achievement of equity and inclusion among its faculty, staff, and students and values the rich, diverse backgrounds that make up the campus community. A strong candidate for this position must have the understanding and ability to successfully support individuals with varying backgrounds. This includes persons with disabilities, various gender identities and sexual orientations, as well as individuals from historically underrepresented communities and other groups. Our District is committed to providing strategies for success and proactive student-centered practices and policies focused on eliminating equity gaps to ensure the District provides an inclusive educational and employment environment focused on strategies for success and equitable outcomes for all.

SUMMARY DESCRIPTION

Under general supervision from assigned manager, provides technical support for the creation and production of video and video streaming; and provides technical support to students and faculty in the use and production of video.

REPRESENTATIVE DUTIES

The following duties are typical for this job classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

1. Administers site settings and user accounts for video storage, distribution, and access.
2. Serves as District resource on video creation, production, and department operations; ensures video content reflects and maintains District branding standards; provides support of video production; assists in the development and implementation of program policies and procedures.
3. Implements, administers, and maintains multi-media, including audio/video streaming software tools and other related media devices.
4. Installs, configures, and maintains specialized software and peripherals that support District projects; tests programs to ensure compatibility with current operating environment; configures software to communicate with peripheral equipment; performs repair and maintenance of electronic media/video equipment.
5. Executes videos from pre-production to post-production using a variety of equipment and techniques, including, but not limited to, camera work, lighting, audio capture, and video editing; utilizes story boards and other creative planning tools to produce video for use on multiple platforms, including web, social media, and advertisements; films at various on and off-campus locations.
6. Coordinates the conversion of analog video to digital video; transfers and duplicates media, as needed.
7. Provides onboarding support, general work training, guidance, supervision assistance, and directs activities of students or temporary employees on video creation, production, and usage.
8. Performs related duties that support the overall objective of the position.

QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

- Principles, concepts, and techniques of video creation, production, equipment, usage, and standards, including editing, sound integration, troubleshooting, and minor repairs.

- Various computer operating systems, hardware, and peripheral equipment.
- Professional media and communications standards.
- Federal, state, and local laws and regulations regarding copyrights, trademarks, licensing, accessibility standards, and communicating with students, including, but not limited to, the Family Educational Rights and Privacy Act (FERPA) and the Americans with Disabilities Act (ADA).
- English usage, spelling, grammar, and punctuation.

Ability to:

- Operate standard and digital cameras, video equipment, and other equipment involved in multimedia productions.
- Organize, sequence, and produce video and video streaming, as well as assist owner/end user in conceptualizing video.
- Provide training to students and faculty in the production of video and use of the Learning Management System (LMS).
- Research and troubleshoot technical issues.
- Plan and organize work to meet changing priorities and deadlines, including optimal use of equipment and facilities.
- Maintain a high level of attention to detail.
- Utilize office procedures, methods, and equipment, including computers, technology, and applicable software applications sufficiently to perform the duties of the classification, including specialized video production and multimedia software such as Adobe Creative Suite.
- Follow oral and written directions.
- Communicate clearly and concisely, both orally and in writing.
- Provide onboarding support, general work training, guidance, supervision assistance, and direct activities of students or temporary employees.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Work independently or collaboratively.
- Apply District policies and procedures.

EDUCATION AND EXPERIENCE GUIDELINES

Any combination of education and experience that demonstrates the required above knowledge and abilities is qualifying. Examples of ways to obtain the above knowledge and abilities could include, but are not limited to, the following:

Education/Training

- Equivalent to the completion of the twelfth grade supplemented by specialized training in computer science, information systems, multimedia, or a related field.

Experience

- Two years of increasingly responsible technical experience with video production.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Work is performed primarily in a standard office setting.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally walk, stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination, including use of a computer keyboard; and to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and to operate assigned equipment.

Hearing: Hear in the normal audio range with or without correction.

Board Approved: July 15, 2025