

As a Multi Media Specialist, you will create storyboards and produce/finalize broadcast quality videos for promotional, instructional and informational projects for employee and public use.

### **JOB DESCRIPTION**

- Multi Media Specialist
- Works under the direct supervision of the Marketing Manager.
- Serves in the Marketing and Consumer Strategy Department in the Office of Marketing and Consumer Strategy at the Headquarters Office.

Creates, edits, and updates high-definition, broadcast quality videos for promotional, instructional, and informational projects. Works with Airports Authority staff to understand video's objectives and determine new footage to be filmed; drafts storyboards and assists with crafting scripts. Uses professional audio/video equipment and editing software, stages for filming, provides professional lighting. Performs related functions.

### **GENERAL RESPONSIBILITIES**

- Meets with Airports Authority staff to determine video needs such as audience, project objectives and timelines.
- Creates conceptual audio/video designs. Prepares storyboards for each video in collaboration with requesting Office; reviews draft storyboard with Marketing Manager prior to obtaining final approval to proceed from requesting Office.
- Develops production schedules for filming, re-filming, editing, and review process to ensure that all deadlines are met.
- Determines video shoot locations; stages filming sites and backgrounds; interacts with video subjects and, at times, with senior management in a professional manner.
- Provides technical assistance in the planning and production of video productions and professional recommendations on best way to film each video to achieve desired results.
- Provides audio and video editing to ensure a seamless continuity of content/messages.
- Creates, edits, and updates high-definition, broadcast quality videos. Ensures final videos have excellent sound quality using proper audio equipment.
- Obtains special permits and photo releases from individuals and organizations.
- Develops budget and timeline for delivery of each project. Provides technical and budget information to support the acquisition of new equipment and software.
- Develops and maintains an archive catalogue of digital and hard copy videos and an electronic database of all digital videos that is easily accessible by the Marketing and Revenue teams.
- Maintains proficiency in the operation of all current video equipment. Stays abreast of developments, trends, and 'best practices' in video production, equipment, and software, and makes recommendations to the management regarding replacements or upgrades, as needed.
- Develops, tracks, and analyzes online video analytics.
- May provide general logistical support for Airports Authority special events and may be required to work outside of normal business hours, as needed.
- Performs other functions, as assigned.

## **QUALIFICATIONS**

- Four years of demonstrated progressively responsible experience in broadcast-quality audiovisual production in business, industry, or educational settings.

## **KNOWLEDGE, SKILLS AND ABILITIES**

1. Knowledge of, and ability, to create design concepts based on varying audiences.
  2. Ability to design, create, edit, and produce instructional and informational videos, and other types of videos as needed.
  3. Proficient skill in operating audio/video equipment.
  4. Proficient skill in using computer-based video editing software.
  5. Skill in developing and maintaining automated video databases.
  6. Proficient skill in using a Mac, In-Design software and all other relevant, current software needed to design and edit audio and visual content, including animation.
- Ability to perform basic analyses of data and information.
  - Ability to speak and write effectively.

## **PREFERRED QUALIFICATIONS**

- Experience animating videos and adding subtitles to videos.
- A Bachelor's Degree in Video Production, Media Studies, Marketing, or Communications.
- Use of video software, such as Adobe Creative Suite, After Effects, Dreamweaver, etc.

## **EDUCATION**

- A Bachelor's Degree in any field, or an equivalent combination of education, experience, and training that totals four years.
- A fully equivalent combination of education and training beyond what is needed to satisfy the education requirement may be used to substitute for up to two years of the four years of experience. For example, a master's degree may substitute for two years of experience.

## **CERTIFICATIONS AND LICENSES REQUIRED**

- A state driver's license in good standing.

## **NECESSARY SPECIAL FACTORS**

- May be required to work evenings or weekends to meet deadlines or to film special events.
- Operates a vehicle, airside and landside (requires AOA permit).
- May be subject to adverse weather conditions when filming outside and at other on-scene locations.
- Subject to job pressures from tight deadlines, media demands for information in emergencies, and other situational factors.

- Work is typically reviewed in progress and upon completion by the immediate supervisor and others throughout production for quantity, quality, timeliness, teamwork, customer service, and other factors.