State of California – Natural Resources Agency
DEPARTMENT OF PARKS AND RECREATION

DUTY STATEMENT

DIVISION	CLASSIFICATION	POSITION NUMBER (Agency-Unit-Class-Serial)
Communications and Marketing	Audio-Visual Specialist (Technical) Permanent Intermittent	549-044-2838-902
DISTRICT/HQ SECTION	**WORKING TITLE**	**CBID**
Communications & Marketing and Statewide	Audio-Visual Specialist (Technical) PI	R01
SECTOR/HQ UNIT	**REPORTING LOCATION**	**INCUMBENT**
Communications & Marketing	4940 Lang Avenue, McClellan Park, CA 95652	
STATE HOUSING: (Check one)		**IMMEDIATE SUPERVISOR**
☐ Housing is required ☐ Housing may be required ☒ Housing is not available		Information Officer II

SENSITIVE POSITION DESIGNATION: (Check if applicable)

☐ Sensitive Position as designated by the Department per California Code of Regulation (CCR) 599.961

POSITION DESCRIPTION

This position is in the Communications and Marketing Division, but the incumbent will be working on projects throughout all the districts and divisions statewide as required. Under the direction of the Deputy Director of Communications and Marketing and the immediate supervision of the Information Officer II, the incumbent is responsible for developing and editing video and digital content for the Communications and Marketing Division and content needed statewide. This includes all 21 districts, the Division of Boating and Waterways, the Off-Highway Motor Vehicle Recreation Division, the Office of Historic Preservation, and any divisions/programs in the California Department of Parks and Recreation (DPR). The incumbent will organize and categorize video content on internal and external sources for use by DPR staff, partners, media and the public.

Produce high-quality, complex audio-visual materials using Final Cut Pro and/or Adobe Creative Suite (or similar software) and is proficient in working with both video and still cameras, drone videography, camera lenses, audio recording devices, lighting equipment, teleprompters, sets and backdrops, along with miscellaneous peripheral equipment such as tripods, stands, video recorders, SIM cards etc., in both single and multicamera production scenarios. Responsible for live streaming press conferences, media events, State Park events such as the Director's Awards, etc., and be familiar with all equipment required to provide a smooth production with high-quality audio. Required to edit videos with short turnaround time that will be shared with external and internal audiences on a variety of platforms including social media.

ALL EMPLOYEES ARE RESPONSIBLE FOR CONTRIBUTING TO AN INCLUSIVE, SAFE, AND SECURE WORK ENVIRONMENT THAT VALUES DIVERSE CULTURES, PERSPECTIVES, AND EXPERIENCES, AND IS FREE FROM DISCRIMINATION.

ESSENTIAL FUNCTIONS:

%	TASK/DUTIES
45%	Plan, coordinate, shoot and edit video and digital content for the Communications and Marketing Division and divisions/programs statewide. Responsible for post-production editing using Final Cut Pro and/or Adobe Creative Suite (or similar software) and coordination with various districts requesting the video projects; operating video cameras in the studio and in the field including drone videography; setting up lighting and microphones for video recordings; operating computer non-linear video editing systems to assemble videos; and recording multi-camera productions. Shares videos on various platforms including the department's social media, website, Weekly Digest, press releases, internal and external sources, etc. Shoots and edits videos that fit current

	social media trends such as reels, using natural sound, etc., so that DPR videos resonate with the public and fit with what other departments and agencies are sharing on social media. Processes and files photo consent forms from non-exempt subjects. Researches park units and events, collaborates with management to determine needs, and advises on equipment selection and maintenance. In charge of conducting live stream events including press conferences, media events, DPR's annual Director's Recognition Awards, the Cadet Academy graduation and other events deemed necessary. Shoots digital still images for DPR and for distribution to media/public.
25%	Organizes the department's video content library on YouTube and external/internal sources (Vimeo, Dropbox, etc.) to be made available for use by media, staff, partners and members of the public. Content will need to be logged and edited to the appropriate lengths and approved for usage. Assists staff in selecting digital media for multimedia projects. Provides guidance to DPR staff on the appropriate use of audio-visual content. Based on client needs, plans and prepares the materials for delivery. Ensure compliance with intellectual property policies by safeguarding copyrighted images and videos.
15%	Researches and provides recommendations on digital content and media strategies to create more effective videos and campaigns for the department; formulates procedures and policies related to DPR's video production and content. Provides training to staff on proper videography procedures and best practices. Researches equipment needed for live streaming press conferences, media events and internal events.
10%	Provides direction and recommendations to improve the department's video content through new ideas, updated music, editing styles, graphics, and current trends. Keeps up with current requirements for videos, drone usage, web and digital content.

MARGINAL FUNCTIONS:

%	TASK/DUTIES
5%	Other job-related duties as assigned and necessary for operational continuity. Attend staff meetings and trainings and prepare administrative paperwork to meet operational needs.

TYPICAL WORKING CONDITIONS

Office setting to log and edit videos, in addition to shooting videos in the field. Carries video and digital gear including a camera, drone, tripod, lighting, and any necessary equipment to perform their duties. Drives long distances and sometimes to remote areas.

TELEWORK DESIGNATION
This position is designated as: (Check one)

☐ Telework Eligible – Office Centered ☒ Telework Eligible – Remote Centered ☐ Not Telework Eligible

SPECIAL REQUIREMENTS:

Possession of a valid class "C" Driver's License is required. Remote Pilot Certificate (FAA Part 107) to fly a drone. Required to travel and sometimes work evenings and weekends to accommodate media/special events and necessary deadlines.

The statements contained in this job description reflect general details as necessary to describe the principal functions of this job. It should not be considered an all-inclusive listing of work requirements. The incumbent of this position may perform other duties (commensurate with the classification) as assigned, including work in other functional areas to cover during absences, to equalize peak work periods, or to otherwise balance the workload.
SUPERVISOR STATEMENT: I CERTIFY THIS DUTY STATEMENT REPRESENTS AN ACCURATE DESCRIPTION OF THE ESSENTIAL FUNCTIONS OF THIS POSITION. I HAVE DISCUSSED THE DUTIES OF THIS POSITION WITH THE EMPLOYEE AND PROVIDED THE EMPLOYEE WITH A COPY OF THIS DUTY STATEMENT.

SUPERVISOR NAME (PRINT OR TYPE)	SUPERVISOR SIGNATURE	DATE

EMPLOYEE STATEMENT: I CERTIFY I HAVE READ, UNDERSTAND, AND CAN PERFORM THE DUTIES OF THIS POSITION EITHER WITH OR WITHOUT REASONABLE ACCOMMODATION. I HAVE DISCUSSED THESE DUTIES WITH MY SUPERVISOR AND HAVE BEEN PROVIDED A COPY OF THIS DUTY STATEMENT.

EMPLOYEE NAME (PRINT OR TYPE)	EMPLOYEE SIGNATURE	DATE