



**CITY OF HAWTHORNE**  
**HUMAN RESOURCES DEPARTMENT**  
**SENIOR VIDEO SPECIALIST**  
Class Specification

**JOB SUMMARY**

Under general supervision, performs a combination of production and administrative tasks related to planning, organizing, and coordinating municipal productions and operations; and does related work as required.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

*The following is a list of typical duties assigned to this classification. The duties included on this list are examples and not intended to be all-inclusive or restrictive.*

- Create video content by providing videography, lighting, sound, direction, animation and editing.
- Produce high quality video projects to be published in digital media on topics ranging from safety/instructional to outdoor lifestyle
- Compose shot lists and storyboards to visualize and organize the video to be captured.
- Write video scripts based on interviews and other resource materials.
- Create animation products for demonstrative and educational purposes.
- Design and create content for online ads and daily promotion, including graphics, pictures, written posts and video.
- Assists with other content creating, including social media, website, video, catalog, advertising and promotional materials.
- Generate concepts and creative ideas for ads, videos, photos, and merchandise.
- Schedule events and promotional video shoots.
- Seeks talent to participate in promotional videos, commercials or other visual content.
- Produces content for website and social media including monitoring social media content accounts for accuracy;
- Evaluates, recommends, maintains, and care for electronic equipment, hardware and software utilized for multi-media production;

- May leads and direct subordinate staff in fulfillment of duties associated with video production;
- Performs other related duties as required.

### **MINIMUM QUALIFICATIONS**

#### **Education, Training & Experience**

- Graduation from an accredited college or university with a Bachelor's degree in Cinematography, Broadcasting, Video Production or a closely related field; and,
- Minimum of two (2) years professional experience, including shooting, editing, producing video, editing and publishing safety, instructional and promotional videos; or
- Additional qualifying experience may be substituted for the required education on a year for year basis.

#### **Licenses, Certifications and/or other Special Requirements**

- A valid class C California driver's license and ability to maintain insurability under the City's vehicle insurance policy.

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

- Knowledge of multimedia production and related software;
- Knowledge of media production, communication, and distribution techniques and methods;
- Knowledge of copyright laws;
- Knowledge of technical aspects of computer graphics design and production;
- Knowledge of digital practices and technologies;
- Skill and ability in operating a computer including word processing programs;
- Skill in operating and maintain various types of audio and visual production equipment;
- Skill and ability to communicate effectively, both verbally and written;
- Skill in active listening and social perceptiveness;
- Ability to listen to and understand information and ideas presented through spoken word;
- Ability to identify and understand speech of another person including speaking clearly so others understand you;

### **PHYSICAL DEMANDS**

The physical demands described here 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 functions.

Work is performed mostly in office settings. Some outdoor work is required. While performing the duties of this job, the employee is occasionally required to stand; walk; use hands and arms. The employee is occasionally required to sit; climb or balance; stoop, kneel, crouch, or crawl; talk or hear; and smell.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

### **WORKING CONDITIONS**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee occasionally works in outside weather conditions. The employee occasionally works near moving mechanical parts and in high, precarious places and is occasionally exposed to wet and/or humid conditions, fumes or airborne particles, toxic or caustic chemicals, risk of electrical shock, and vibration. The noise level in the work environment is usually quiet to moderate.

FLSA Status: Non-exempt  
Bargaining Unit: HMEA  
Civil Services Status: Classified  
CSC Approval: 12/05/2024  
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