

**City of Fort Worth, Texas
Job Description**

Classification Title	Media Services Specialist		
Job Code:	TC5330	Job Family:	Technical/Para-Professional
Pay Grade	509	Date Reviewed:	06/15/15
FLSA Status	Nonexempt	Date Revised:	02/18/25

GENERAL SUMMARY

Provides technical photo, video and audio support to an assigned department. Utilizes the latest media technology, and various social media platforms, along with expert knowledge in supporting different departments.

ESSENTIAL DUTIES & RESPONSIBILITIES

The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job. Incumbents may be requested to perform job-related tasks other than those specifically presented in this description.

1. Documents, records and promotes the actions of various City departments. Uses multimedia to showcase City programs and activities and resources. Provides technical support and expertise in relation to audio, video and still photography.
2. Creates content for various City departments. Videos, photographs, presentations and department activities. Preserves City department photo and video archives. Maintains all photo and video equipment within the unit.
3. Creates videos, graphics and various multimedia content, and video imaging, based on departmental requests.
4. Creates and edits content for department social media platforms and consults on A/V related projects and equipment purchase for department operations.
5. Create new online videos for public service use, stays up to date on latest photo and video techniques.
6. Documents and records various department activities.
7. Writes copy for promotions, reports and informational campaigns.
8. Promotes City services to the citizens in the city website and various publications and media outlets using videography, photography and written materials.
9. Stays up to date on newest technology including equipment, practices, publications, and attending trade shows.
10. Photographs all aspects of city government with an emphasis on various department activities.
11. Uses video to record activities in City facilities in alignment with departmental objectives.

12. Provides support to departments with investigative technology to assist in achieving operational objectives.
13. Develops and promotes public programs at City facilities. Schedules and coordinates events at various venues.
14. Performs other duties as required.
15. Adheres to assigned work schedule as outlined in the Department and City attendance policies and procedures; ensures all behaviors comply with the City's Personnel Rules and Regulations.

KNOWLEDGE, SKILLS & ABILITIES

- **Knowledge of:**
 - Adobe Creative Suite (Photoshop, Premiere, AfterEffects) and photographic techniques, best practices and methods.
 - Microsoft Office and Adobe Creative Suite.
 - Quality standards for video.
 - Electronic equipment maintenance and repair.
 - Professional photography – camera work, lighting and postproduction.
 - Microsoft Office products, mobile tablet / Apple iPhone.
 - Filmmaking, lighting and sound.
- **Skill in:**
 - Conceptualizing, editing and sequencing short (30 seconds to five minutes) informational and promotional videos for nonprofit or government communications.
 - AP Style and ability to write for a variety of audiences.
 - Organization, planning and time management.
 - Marketing.
 - Analytical, critical and creative thinking.
 - Brainstorming and problem solving.
 - Custom service.
 - Problem solving.
- **Ability to:**
 - Understand videography and photography concepts, techniques and theory, including lighting, sound and video-capture best practices.
 - Meet deadlines.
 - Exhibit an assertive, personal and comfortable personae when working with the public.
 - Take criticism and direction while leading and contributing in a project.
 - Communicate clearly and effectively, both orally and in writing.
 - Conceptualize promotional campaigns.

MINIMUM JOB REQUIREMENTS

Associate's degree with emphasis in photography or a related field and two years of increasingly responsible technical audio/visual experience with significant public contact and at least one year of video editing experience.

OTHER REQUIREMENTS

Valid Texas Drivers License.

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.

Depending on assignment, positions in this class typically require touching, talking, hearing, seeing, grasping, standing, stooping, kneeling, crouching, reaching, walking, repetitive motions, climbing, balancing, pushing, pulling and lifting; depending on assignment. Incumbents may be exposed to moving mechanical parts, odors, dusts, poor ventilation, chemicals, oils, extreme temperatures, inadequate lighting, intense noises, gases, vibrations, chemicals, oils and workspace restrictions.

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.

Medium work – Depending on assignment, positions in this class typically exert up to 50 pounds of force occasionally, up to 20 pounds of force frequently, and/or up to 20 pounds of force constantly having to move objects.