

Position Summary

This summary describes the organization, duties, and requirements of a State of Michigan vacancy.

Position Code: MDIASPLEA06R

Civil Service Class and Level: MEDIA PRODUCTION SPECIALIST-E

Working Title (What the agency calls the position): Media Production Specialist

Name and Position Code Description of Direct Supervisor: ASSENDELFT, NICHOLAS F; STATE ADMINISTRATIVE MANAGER-1

Department/Agency: LEO-LABOR AND ECON OPPORTUNITY

Bureau (Institution, Board, or Commission):

Division: Strategy and Planning

Section: Communications

Unit:

Work Location (City and Address)/Hours of Work: Detroit, Cadillac Place, 3044 W Grand Blvd, Detroit, MI 48202 / Hybrid, in office 2 days a week, WFH 3 days a week

General Summary of Function/Purpose of Position: This position will serve as the Media Production Specialist for the Unemployment Insurance Agency, reporting to the Communications Manager. It is responsible for promoting the Agency, its goals, and its staff by participating in all stages of the multimedia development process including planning, script writing, coordinating, selecting locations, shooting, and editing a full range of multimedia projects to present to internal and external stakeholders. This position will coordinate with Communications Team members and Agency Leadership to ensure UIA's internal and external messages are appropriately distributed and meet the informational, educational, and promotional needs and key messaging of the Agency.

The Media Production Specialist collaborates closely with the UIA Communications Manager to assist UIA Executive Leadership with decision-making on how best to align content with the Agency's goal of creating a national model for fast, fair, and fraud-free service through modernization and transformation. The person in this position will work closely with the Strategy and Planning Division and Communications leadership to coordinate and oversee multimedia communication strategies. The specialist is expected to become an authority on UIA programs and policies, and proactively and effectively communicate to internal staff and the public in the appropriate style and voice.

Must stay current with best practices and emerging trends in multimedia production and proactively make recommendations to Leadership on best practices.

Assigned duties and tasks for each duty.

Duty 1: Serve as the video production point of contact for the Unemployment Insurance Agency for internal and external media assets.

- Conceptualize, create, plan, produce and edit video and still photography for distribution through various agency platforms.
- Research and develop scripts and other program material; working in collaboration with agency SMEs and the Communications Team.
- Manage the technical setup of high level audio and video equipment for onsite events.
- Manage the technical setup, production, and recording of virtual events.
- Process audio and visual and photographic files from live or virtual events, ensuring ADA compliance, and post recordings.
- Make editing decisions, create appropriate computer-generated graphics, take photos, mix soundtrack, and finalize finished product.
- Select and secure locations, sets and props as needed, with input from the Communications Manager.
- Maintain a high level of understanding of the online video environment and explore the use of current and future technologies for specialized needs at the Agency.
- Maintain editing equipment and content subscriptions.
- Research vendors and equipment availability and prepare purchasing recommendations and documents.
- Record and process sound files for Benefits Customer Service to use with their IVR system.
- Work well on tight deadlines.
- Possess a high level of computer skills and knowledge of current and trending technologies.

Duty 2: Assist communication staff in effectively communicating the Agency's messages online and through social media.

- Work with the communications staff to develop and organize video and social media content as it relates to various media platforms.
- Update, as necessary, Agency audio and video assets to ensure they are current and effective.
- Participate in Communications team discussions as it relates to audio and video content.
- Collaborate with internal and external groups in planning and executing videos for Agencywide projects.
- Ensure all media audio and video content adheres to State of Michigan rules and regulations.
- Create a video branding and style guide.
- Create a video library to track current assets and when those assets should be updated.
- Maintains and catalog digital assets, legacy films, cassettes, and videotapes.

Duty 3: Other duties as assigned.

- Attend various trainings and workshops to stay informed of updates on industry products and services.
- Develop and maintain performance analytics to ensure media activities are reaching the desired audience.
- Periodically report to leadership on media performance and progress.
- Participate in department and agency meetings.
- Be actively involved in the development of Agency communication plans as they relate to media.
- Collaborate with the Department of Labor and Economic Opportunity on Department-wide initiatives.
- Serve as a staff expert to help others with technical issues related to visual and audio recordings or social media assets.
- Adhere to UIA ethics and governance policies.

Types of decisions made independently and whom or what those decisions affect: This position functions independently in developing, producing and editing video and audio files as it relates to the UIA. Independent decisions would include selecting locations, determining appropriate content and monitoring social media presence that will be viewed by internal and external customers. This position will have interaction with Agency leadership, and some interaction with the LEO Comms and the general public.

Types of decisions that require the supervisor's review: Politically sensitive/complex issues.

Physical effort used to perform this job and environmental conditions of this position: Traditional office environment; some travel to alternate video shoot locations, etc.

Pressure of time constraints.

Moving and transporting appropriate recording equipment for various assignments.

May involve working past normal 8 to 5 hours and away from office location.

Names and classes and levels of employees whom this position immediately supervises:

The essential functions of this position: Record, edit, and produce visual and audio content that informs, educates,

and explains Agency decisions or processes for internal and external audiences, particularly those who receive unemployment benefits, Michigan employers, and third-party administrators who provide payroll or HR services for employers.

The function of the position's work area and how it fits into that function: The work area is Communications, which is responsible for all internal and external communications about the Agency. The Multimedia Specialist is a key role of the many ways Communications delivers information to all audiences, specifically visual and audio means.

Minimum education, experience, and credentials typically needed to perform the position's essential functions:

EDUCATION:

Possession of a bachelor's degree in communications arts, journalism, digital media and information, broadcast and cinematic arts, video and media production, multimedia design, or television and radio.

EXPERIENCE:

Media Production Specialist 9

No specific type or amount is required.

Media Production Specialist 10

One year of professional experience in directing, producing, and writing media related programs equivalent to a Media Production Specialist 9.

Media Production Specialist P11

Two years of professional experience in directing, producing, and writing media related programs, including one year equivalent to a Media Production Specialist 10.

This is the experienced level. The employee performs a full range of professional Media Production Specialist assignments. Considerable independent judgment is used to make decisions in carrying out assignments that have significant impact on services or programs. Guidelines may be available but require adaptation or interpretation to determine appropriate courses of action. Applicants must provide samples of previous work.

Alternate Education and Experience Media Production Specialist 9 - 12

Completion of two years of college (60 semester or 90 term credits) including 24 semester (36 term) credits in one or combination of the following: communications arts, digital media and information, video and media production, multimedia design, or television and radio, AND two years of experience directing, producing, and writing media related programs may be substituted for the education requirement.

OR

Completion of high school and four years of experience directing, producing, and writing media related programs may be substituted for the education requirement.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Knowledge of the principles and practices of media production.
- Knowledge of the operation and maintenance of production equipment.
- Knowledge of the methods, practices, and procedures used in developing, editing, storing, and distributing media products.
- Knowledge of developments in the field of media communications.
- Knowledge of educational and public relations theories and practices.
- Knowledge of online video and social media platforms.
- Knowledge of current video and digital production tools, technology, and editing software.
- Knowledge of live event recording and online livestreaming.
- Skill in use of media production equipment.
- Ability to produce and direct scenarios and video presentations.
- Ability to edit completed audiovisual and digital media for presentation.
- Ability to operate and maintain media and digital production equipment.
- Ability to maintain records and prepare reports and correspondence.
- Ability to communicate effectively.
- Ability to maintain favorable public relations.

CERTIFICATES, LICENSES, REGISTRATIONS:

None