

**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:	02/03/25

GENERAL SUMMARY

Provides technical photo, video and audio support to an assigned department. Utilizes the latest media technology, along with expert knowledge in supporting different units within the police department.

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. Provides technical support and expertise in relation to audio, video and still photography.
2. Creates imaging for various City departments. Videos, photographs, photographs presentations and department activities. Preserves City department photo and video archives. Maintains all photo and video equipment within the unit.
3. Creates videos, DVD's/CD's upon request, and video imaging.
4. Creates and edits video for department social media, consults on A/V related projects or equipment purchase for other units within the police department.
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 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 to provide safety and security for Asheville citizens.
12. Assists City Fire Department and Police Department with investigative technology.

13. Develops and promotes public offerings at the Fort Worth Library and City recreational facilities. Schedules and coordinates artistic and historical events at Central Library and other 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 Photoshop 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 iPod.
 - 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.

Light Work – Depending on assignment, positions in this class typically exert up to 20 pounds of force occasionally, up to 10 pounds of force frequently, and/or a negligible amount of force constantly having to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for the Sedentary Work category and the worker sits most of the time, the job is rated Light Work.