

STATE OF WISCONSIN
CLASSIFICATION SPECIFICATION

AUDIOVISUAL PRODUCTION SPECIALIST SERIES

I. INTRODUCTION

A. Purpose of This Classification Specification

This classification specification is the basic authority [under Wis. Admin. Code ER 2.04] for making classification decisions relative to present and future positions which plan and produce audiovisual material including video productions, slide presentations, and multimedia productions to communicate and educate department employees, clients, students or the general public on such topics as agency projects, policies, procedures, mission or instruction. This classification specification will not specifically identify every eventuality or combination of duties and responsibilities of positions that currently exist, or those that result from changing program emphasis in the future. Rather, it is designed to serve as a framework for classification decision-making in this occupational area.

B. Inclusions

Positions allocated to this series develop production ideas based on assignment. Positions in this series are, for a majority of the time, responsible for conducting research or utilizing knowledge and training to determine format, approach, content, level, and medium which will communicate the message most effectively, meet objectives, and remain within budget.

C. Exclusions

Excluded from this series are the following types of positions:

1. Positions which, for a majority of the time, accurately or artistically portray a wide variety of subjects and events for publications, lecture, research, publicity and documentation and are more appropriately identified by the Photographer classification specifications.
2. Positions which, for a majority of the time, plan, design, create, and produce finished artwork for visual communications such as books, magazines, brochures, booklets, posters, forms, newspapers, overheads, presentation graphics, displays, or art exhibits and are more appropriately identified by the Graphic Designer classification specification.
3. All other positions which are more appropriately identified by other classification specifications.

D. Entrance Into and Progression Through This Series

Employees typically enter positions within this classification series by competitive examination. Advancement to the Senior level typically occurs through competitive examination.

E. Terminology Used in This Classification Specification

Full Performance: The level of performance in a position at which the employee applies, for a majority of the time, basic skills and some advanced skills in procedures, techniques, tools, materials, and/or equipment appropriate to the area of specialization. Duties and tasks are frequently non-routine. Resolves most questions and problems, and refers only the most complex issues to higher levels.

Knowledge: (1) Working Knowledge - implies sufficient knowledge of the subject to enable the employee to work effectively in a limited range of work situations. (2) Considerable Knowledge - implies enough knowledge of the subject to enable the employee to work effectively in a wide range of work situations and with little direct supervision. (3) Extensive Knowledge - implies an advanced knowledge of the subject matter so as to permit solution of unusually difficult work problems or issues, and advising on technical questions and planning methods for resolving these problems or issues.

Senior: The level of performance in a position at which the employee applies advanced skills in the area of specialization. Adapts procedures, techniques, tools, materials and/or equipment to meet special needs. Duties and tasks reflect substantial variety and complexity. Serves as a resource to others in resolution of complex problems and issues.

II. HOW TO USE THIS SPECIFICATION

This specification will be used to classify all positions in this occupational group. To classify these positions, first use the Inclusions / Exclusions sections of the specification to determine whether the position should be allocated to any of the series identified. If the position is appropriately placed in the Audiovisual Production Specialist series, determine whether the position is at a full performance, or senior level using section III, which utilizes the terminology defined in section I (E) above.

III. DEFINITIONS

AUDIOVISUAL PRODUCTION SPECIALIST

This is full performance audiovisual production work. Employees possess considerable knowledge in the area of audiovisual production. Positions allocated to this level spend the majority of time conferring with client to determine communication objectives and target audience; advising client on method of presentation, budget, and production schedules needed to complete projects; and completing the requested project. Develop outlines or story boards for informational content and presentation elements; write or assist in the writing of scripts; locate and secure settings, props, equipment, and other production elements. Negotiate fees for equipment rental, talent, location, or other production needs. Arrange for the following tasks to be completed: videography, photography, editing, on-camera or voice-over talent, graphics, set design and construction or other services as required. May work with graphic designers and others in the development of manuals, texts, workbooks, or related materials for use in conjunction with audiovisual production. Conduct training sessions on selection, use, and design of audiovisual materials, and operation of presentation equipment. Develop a maintenance schedule for all equipment. Maintain an audiovisual library. Work is performed under general supervision.

Representative Positions:

Department of Military Affairs: Adjutant General's Office, Audiovisual Production Specialist. The majority of time is spent in the production of audiovisual products used to educate the public about the Department's missions and programs. Uses a variety of equipment as well as securing services of outside vendors to complete requested projects. Research, write, photograph/videograph news and feature stories. Edit, reproduce and assemble into marketable package.

AUDIOVISUAL PRODUCTION SPECIALIST-SENIOR

This is senior audiovisual production work. Employees possess extensive knowledge of the area of audiovisual production. In addition to the duties performed at the full performance level, employees at this level (1)

specialize in a particular audiovisual medium or (2) utilize a wide variety of audiovisual production methods and mediums (i.e. slide/tape presentation, video, written publication, radio announcement, etc). Advises management on most appropriate method of communication. Conducts training sessions on the selection, use and design of audiovisual materials and equipment. Advises management on equipment purchases and system design. Work is performed independently under minimal supervision.

Representative Positions:

Department of Natural Resources: Division of Management Services; Bureau of Information & Education; Media, Arts & Reference Section; Video Producer. The majority of time is spent producing, writing and directing broadcast quality videotapes on a variety of program issues. Duties include planning, developing, budgeting, scheduling, script writing, videotaping, editing, duplicating, distributing, and marketing completed productions.

Department of Transportation: Division of Business Management, Bureau of Management, Printing/Graphics/Audiovisual Services Unit, Program Producer. The majority of time is spent evaluating the communications needs of clients, recommending the most appropriate medium for meeting client needs and producing the product. Produce professional quality audiovisual programs, research new technology and advise management on need for such technology, train staff on use of equipment.

IV. QUALIFICATIONS

The qualifications required for these positions will be determined at the time of recruitment. Such determinations will be made based on an analysis of the goals and worker activities performed and by an identification of the education, training, work, or other life experience which would provide reasonable assurance that the knowledge and skills required upon appointment have been acquired.