

MEDIA SPECIALIST 1

GENERAL

Incumbents at this level are involved in the development and co-ordination of a total communications program. A communications program may be defined as the dissemination of information using several media. This involves provision of direction to departmental program staff ensuring that an organized communications program is planned, developed, implemented and evaluated. There is also an education component as incumbents are expected to train departmental staff in areas of communication theory and technology and also advise management on the usefulness of an effective communications program.

OR

An incumbent is responsible for the planning and production of communications packages in one or more of the major media (radio, television or print). Preparation of communications packages involves interpretation, planning and design and the co-ordination of various technical resources - photographers, writers, cameramen - making up the production team. This responsibility must be exercised in one or more of the major media on a regular basis.

TYPICAL DUTIES

Consults with department to define areas of media difficulty and selection criteria requirements for future productions.

Makes recommendations as to best forms of media to be used to meet objectives.

Determines, evaluates and administers budgetary requirements of the communications program.

Prepares and disseminates information via press, radio, video tape, publication, etc.

Acts as a resource to departmental staff and clientele to improve communications systems, skills and abilities to facilitate an effective flow of information and ideas to target group.

Responsible for researching, writing and distributing information and feature stories to newspapers and radio and TV, etc.

Responsible for preparing copy for advertisements (newspaper, radio and TV) for departmental programs.

Responsible for researching and writing scripts for slide/tape sets, TV shows, films or other programs of the department.

Responsible for long and short-range planning and establishing priorities.

Responsible for effective application of media techniques and materials.

Arranges and co-ordinates location, still and motion picture photography supervising technical and back-up staff, etc.

Performs other related duties as assigned.

QUALIFICATIONS

Knowledge, Abilities and Skills

Thorough knowledge of production techniques in all media.

Knowledge of production budgeting.

Ability to co-ordinate or supervise the work of production personnel.

Ability to work with others in a co-operative manner.

Knowledge of human relations concepts.

Education, Training and Experience

Graduation from a recognized program in Journalism, Radio and Television Arts or other media-related programs preferred with several years' related experience in media production or suitable combination of education and experience satisfactory to the Civil Service Commission and the department concerned.

MEDIA SPECIALIST 2

GENERAL

Incumbents at this level are involved in the development, production and delivery of communications packages for the dissemination of internal and external sources.

The major emphasis is on the production of the packages. This involves interpretation, planning, design and co-ordination of the various technical resources - script writers, photographers, production assistants - making up the production team. This responsibility must be exercised in all major media - radio, television, print - on a continuous basis.

Individuals also act as consultants to departmental managers and staff advising them on the usefulness and adaptability of various media in conveying information on policy and programs.

This level is differentiated from the Media Specialist 1 level in that the production responsibility is exercised in all major media on a continuous basis.

TYPICAL DUTIES

May be responsible for the production and delivery of regular television and radio shows and the dissemination of information via the press.

Consults with departmental staff and members of other government departments and outside agencies regarding goals, objectives and content of any proposed production.

May be responsible for hosting radio and television programs as required.

Acts as resource to departmental staff and management and clientele to improve communications systems, skills and abilities to facilitate an effective flow of information and ideas.

Responsible for the approval of selected topics, scripts and programming.

Determines, evaluates and administers budgetary requirements of the communication programming.

Performs other related duties as assigned.

QUALIFICATIONS

Knowledge, Abilities and Skills

Thorough knowledge of production techniques in all major media.

Thorough knowledge of current developments in major media including equipment, materials and methods.

Ability to originate effective presentation techniques.

Ability to supervise the work of production personnel.

Education, Training and Experience

Graduation from a recognized program in Journalism, Radio and Television Arts or other media-related programs preferably with several years' experience in media production or suitable combination of education and experience satisfactory to the Civil Service Commission and the department concerned.