THE CITY UNIVERSITY OF NEW YORK
Classified Civil Service Position Description

Title
TELEVISION MEDIA DESIGN SPECIALIST

Title Codes
04989 Annual (Full-Time)
04989 Hourly (H)

FLSA Status
FLSA designation is Exempt. Overtime policy is subject to bargaining unit agreements.

Date Issued
5/22/2019

General Duties and Responsibilities

Under general supervision, employees in this class of positions serve in titles, such as Camera Operator, Photographer, Lighting Operator, Teleprompter Operator, Stage Technician, Video Graphic Artist and Makeup Artist, or Art Director, Graphics Director, Creative Director and Show Director. They perform all of the creative and technical aspects of delivering editorial broadcast material on the air. This involves the capturing and presentation of the content through filming, lighting, sound, graphic design, music, directing, studio engineering, make up, set up and use of teleprompter, stage-managing, and set design and building. Responsibilities include the operation of all equipment necessary for the production of the broadcast, either in part or in whole.

There are two assignment levels in this class of positions. This specification describes typical duties of these assignments; related duties are performed as needed.

General Work Tasks

Assignment Level 1: Typical office titles include Camera Operator, Photographer, Lighting Operator, Teleprompter Operator, Stage Technician, Video Graphic Artist and Makeup Artist. Working as part of a team and under supervision or direction, they display: technical competence, artistic creative/art appreciation skills (e.g., feeling, aesthetics, music, style, text, symbolism to audience, elegance, ability to create something that people can relate to in their own experience); an understanding of the creative and technical needs of different types of shows (e.g., informative vs. stylistic) and how each might borrow from the other; and the ability to utilize broadcast equipment and related hardware and software to create media that fits into the “look” of the production (its development, story building and creative delivery. Under supervision, they perform duties, such as:

- Operating equipment related to broadcast production in both studio and on-location environments, such as cameras, teleprompters, monitors, lighting and audio.
- Creating video graphic arts and animations.
- Utilizing computer hardware and software to create, edit, revise and broadcast information, programs and other data.
- Implementing program look and style through production techniques and in keeping with planned creative vision.

Assignment Level 2: Typical Level 2 office titles include higher-level Operators, Technical Director, Art Director, Graphics Director, Creative Director and Show Director. These employees perform with less supervision, or direct the performance of, the above tasks of Level 1 incumbents. They regularly work closely with producers, clients, guests and higher-level staff. While consistently displaying a thorough understanding of the “look” that each producer wants and the “story” being told, they use all available tools and equipment with a high level of proficiency, as well as creative techniques, modern aesthetics, in all types of productions. Level 2 employees take a formal role in training and supervising employees, plan and maintain schedules for studio and remote personnel, and review the quality of camera output prior to broadcast.
Qualification Requirements

Assignment Level 1: Requires a high school diploma or GED, and 2 years of full-time, satisfactory directly related experience in a television broadcast environment, or

Associate Degree or 60 college credits, and 1 year of experience, or

Baccalaureate Degree.

Assignment Level 2: Requires a high school diploma or GED, and 6 years of experience, or

Associate Degree or 60 college credits, and 5 years of experience, or

Baccalaureate Degree and 4 years of experience, or

Master’s Degree and 3 years of experience.

Important Notes: All qualifying experience must be from a television broadcast environment, full-time, or full-time equivalent, and in a position where the duties are directly related to those of Television Media Design Specialist.

College education must be in a directly related field of study, from a regionally accredited or New York State registered four-year college or university.

Some positions in either Assignment Level may require a current, valid Motor Vehicle Driver License valid in the State of New York.

Direct Lines of Promotion

From: None

To: None