



**Production Administrator**  
Public Information Office

PIO/2  
Pay Grade:17

**JOB SUMMARY**

This produces videos and other materials in support of county-wide public information programs and campaigns including marketing, outreach, and customer service activities.

**MAJOR DUTIES**

- Records and broadcasts Commissioners Court meetings via television and the internet.
- Records and prepares videos of Civil Service Commission meetings.
- Videotapes special events, press conferences, workshops, and interviews.
- Photographs county events for media releases, newsletters, and promotions.
- Edits and produces video recordings and programs for television and internet broadcast.
- Writes and creates publicity materials and artwork.
- Assists in the implementation of and management of the county's agenda creation software.
- Assists in planning special events, including ribbon cuttings.
- Sets up audio and video equipment for events and meetings.
- Coordinates internal communication efforts.
- Assists in processing open records requests.
- Produces the monthly county newsletter.
- Writes and produces voice and video recordings for public service announcements, special programs and media releases.
- Maintains equipment and supply inventory.
- Assists in the development and management of the department budget.
- Perform any other duties as assigned.

## KNOWLEDGE REQUIRED BY THE POSITION

- Knowledge of media production, communication, and dissemination techniques.
- Knowledge of the installation, operation and maintenance of audio and video recording equipment.
- Knowledge of photography principles and techniques.
- Knowledge of computers and job-related software programs.
- Skill in the analysis of problems and the development and implementation of solutions.
- Skill in the preparation of audio and video materials.
- Skill in oral and written communication.
- Ability to communicate in English and Spanish.

## SUPERVISORY CONTROLS

The Public Information Officer assigns work in terms of very general instructions. The supervisor spot-checks completed work for compliance with procedures and the nature and propriety of the final results.

## GUIDELINES

Guidelines include the Associated Press Style Guide and departmental policies and procedures. These guidelines require judgment, selection and interpretation in application.

## COMPLEXITY/SCOPE OF WORK

- The work consists of varied media production and marketing duties. The variety of duties contributes to the complexity of the position.
- The purpose of this position is to produce video and other materials in support of the county's public information operations. Success in this position contributes to the effective delivery of information to the general public.

## CONTACTS

- Contacts are typically with co-workers, elected and appointed officials, media representatives, vendors, representatives of community groups, and members of the general public.
- Contacts are typically to provide services, to give or exchange information, or to resolve problems.

## PHYSICAL DEMANDS/ WORK ENVIRONMENT

- The work is typically performed while sitting at a desk or table. The employee occasionally lifts light and heavy objects, uses tools or equipment requiring a high degree of dexterity, and distinguishes between shades of color.

