

Media Production Specialist Tompkins County

Department: County Administration
Classification: Competitive
Labor Grade: Confidential Grade 63
Approved: 8/13/21
Revised: 12/2025
By: RP, Commissioner of Human Resources

MINIMUM QUALIFICATIONS:

1. Graduation from a regionally accredited or New York State registered four-year college or university with a Bachelor's degree in communications, television-radio, media production, digital media, information technology, or equivalent; **OR**
2. Graduation from a regionally accredited or New York State registered two-year college or university with a Associates degree **AND** two (2) years of full-time paid (or the equivalent part-time) experience working in media production, audio-visual, television-radio, information technology, or digital media; **OR**
3. Graduation from high school or possession of a high school equivalency diploma **AND** four (4) years of full-time paid (or the equivalent part-time) experience working in media production, audio-visual, television-radio, information technology, or digital media.

Tompkins County Government centers diversity, equity, and inclusion. We are committed to the empowerment of employees and residents to dismantle systemic barriers that inhibit inclusive governance and the provision of government services to all. Guided by our values of Respect, Accountability, Integrity, Equity, and Stewardship, we strive to build a workplace and community rooted in trust, belonging, and opportunity for all.

Learn more about our [Strategic Plan](#) and [Institutionalizing Equity Report](#), which embed equity across our operations.

SPECIAL REQUIREMENT:

The successful candidate will possess a valid NYS Driver's license at the time of appointment and maintain such license throughout the life of employment. The employee is required to use his or her own personal transportation to perform the duties of this position if no County vehicle is available.

DISTINGUISHING FEATURES OF THE CLASS:

This is a professional position involving responsibility for managing the production of media for County departments in conjunction with County Administration and the Communications Director. The individual in this position will manage the audio-visual streaming technology for public meetings of the Tompkins County Legislature and will coordinate additional media production (including videography and photography) in support of County Departments and the Communications Director. In addition to audio-visual responsibilities, this individual will assist with administrative website support tasks and posting of website and social media content, as needed. The work is performed under the general direction of the Communications Director. There is considerable leeway allowed for the exercise of independent judgment when carrying out the details of the work. An employee in this class may be required to serve as a lead worker or supervise entry-level clerical, intern, contracted, and/or volunteer personnel as assigned. The incumbent will perform all related duties as required.

TYPICAL WORK ACTIVITIES:

Oversees the recording and streaming of public meetings of the Tompkins County Legislature, including but not limited to, Zoom, YouTube, and Spectrum Cable Access;

Ensures the working order of the audio-visual technology in the Legislature Chambers and other equipment available for this work;

Manages Tompkins County's YouTube channel, including live-streaming and posting links;

Publishes public meeting information, general County messaging, and announcements on County social media channels as approved by the Communications Director.

Records, edits, and publishes video and digital media content for County departments in partnership with the

Communications Director and coordinates production and pre- and post-production activities;

Offers support to departments for the use of videoconferencing software, including Zoom, as well as other media production software, including AV equipment, live event photography/videography, and graphic design;

Maintains and monitors an inventory of communications equipment

Assists with administrative website support tasks and posting of County website content;

Attends regular meetings.

KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of audio-visual hardware and software technology;

Thorough knowledge of the operation, care, and adjustment of computers, media production and AV equipment, and related equipment;

Thorough knowledge of photo and video editing software (Adobe Premiere / Premiere Rush or equivalent) and photography and videography equipment;

Ability to problem-solve and troubleshoot technical issues in a live setting;

Ability to create or develop additional content based upon diverse and inclusive lived experiences;

Working knowledge of website and social media content management systems;

Professional and responsive communication style;

Ability to communicate effectively both orally and in writing;

Willingness to obtain a drone certification is desired

PHYSICAL, MENTAL AND ENVIRONMENTAL DEMANDS:

The physical and mental 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. While performing the duties of this job, the employee is frequently required to sit, use hands to keyboard, handle, or feel objects, manipulate tools, or controls, and reach with hands and arms. The employee is required to see, walk, talk, and hear. The employee must occasionally lift and/or move up to 40 pounds. Due to extensive computer usage, the job requires considerable visual effort. Vision abilities required by this job include close vision and the ability to adjust focus to a mid-range. The employee's physical and mental condition shall be commensurate with the demands of the position, either with or without reasonable accommodation. Psychological demands are moderate for this position. Considerable interpersonal skills are necessary to create connections, obtain buy-in, cooperation with community agencies, municipalities, and throughout the organization. Internal contacts may include work with elected officials, department heads, or deputies and will require professional collaboration on overlapping projects. External contacts are with professional associates, liaisons, community groups and involve the development of professional networks. The work environment has minimal exposure to disagreeable conditions. The incumbent will perform all related duties as required.

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