

# MEDIA PRODUCER

Recruitment #1903-2834PD-001

<b>List Type</b>	Original
<b>Requesting Department</b>	Milwaukee Police Department
<b>Open Date</b>	4/19/2019 08:00:00 AM
<b>Filing Deadline</b>	5/10/2019 11:59:00 PM
<b>HR Analyst</b>	Marti Cargile

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## INTRODUCTION

*Located on the western shore of Lake Michigan, Milwaukee is an urban hub bursting with energy. Milwaukee provides a casual sophistication – big city appeal without the big city hassles. We are accessible and affordable, and our residents are welcoming. Milwaukee has evolved through the years, bringing together its unsurpassed old world charm with a breathtaking Art Museum, top-flight arts and cultural attractions, professional sports, lakefront festivals, recreational opportunities, and great restaurants.*

## PURPOSE

Under the direction of the Public Information Officer, the Media Producer provides internal and external Milwaukee Police Department outreach through a variety of technology-based platforms, including websites, social media, live presentations, photographs, and video recordings.

## ESSENTIAL FUNCTIONS

- **Media/Public Affairs** – Provide department outreach through various web and social media platforms. Provide support for press conferences and other media events. Photograph, video record, and document media coverage.
- **Audio-Visual** – Provide setup, maintenance, and repair of audiovisual presentation systems.
- **Pre-Production** – Perform production needs evaluation; create a master schedule and hold planning meetings; do script writing, storyboarding, and outlining; select music; obtain copyright clearances; research support

material; schedule the cast and crew and secure actor releases; acquire materials and supplies; design the set and lighting, and secure equipment.

- **Production** – Direct video production, including determining blocking; setting up lighting; capturing sound; operating the video camera, teleprompter, and switcher; and incorporating external media such as photographs, graphics, and other collateral.
- **Post-Production** – Perform digital non-linear editing; ingest raw video into computer; edit and trim selections; perform signal processing and enhancing; mix audio; create titles; retouch photos; create graphics; enhance and mix sound; master and author CDs and DVDs; post on the web; and handle network distribution.
- **Training** – Provide staff training on proper equipment operations; provide advice on operational capabilities.
- **Professional writing** – Write reports on projects, and perform grant writing.
- **Bookkeeping and budgeting** – Perform daily operational bookkeeping; manage the annual section budget; and order equipment and parts to maintain valuable departmental audiovisual equipment.
- **Professional development** – Conduct research and attend training and seminars on new technology, upgrades, and repair techniques.
- **Process improvement** – Seek opportunities to use technology to improve departmental operations.

*Reasonable accommodations requested by qualified individuals with disabilities will be made in accordance with the Americans with Disabilities Act (ADA) of 1990, as amended by the Americans with Disabilities Act Amendments Act (ADAAA) of 2008.*

## CONDITIONS OF EMPLOYMENT

The Media Producer must be able to do the following:

- Be available on an on-call basis 24/7, including nights, weekends, and holidays to meet departmental needs.
- Perform moderate physical labor, moving various pieces of equipment up to 50 lbs. unassisted, and transfer objects weighing 10-20 lbs. frequently.
- Walk distances, stoop and bend, and climb stairs and ladders.
- Withstand variable environmental conditions, both indoors and outdoors.

## MINIMUM REQUIREMENTS

1. Bachelor's degree in communications, media relations, advertising, journalism, or a closely related field from an accredited college or university.

2. Three years of full-time professional video production experience in an ad agency, TV/print news outlet, or comparable setting.
3. Valid Wisconsin Driver's License at the time of appointment and throughout employment.

*Equivalent combinations of education and experience may also be considered. For example, an associate's degree in electronics, visual arts, media production, or a related field from an accredited college plus five years of experience as described above is considered equivalent.*

**IMPORTANT NOTE:** College transcripts are required and must be submitted by the application closing date. Applications that do not include college transcripts will be considered incomplete and will be rejected. Transcripts may be attached to your online application or sent via email to [staffinginfo@milwaukee.gov](mailto:staffinginfo@milwaukee.gov). Student/unofficial copies are acceptable; however, your transcripts must be legible and include your name, the university name, the degree completed, and the degree completion date.

## DESIRABLE QUALIFICATIONS

- Adobe Certified Associate (ACA) Certification.
- Final Cut Pro X certification from Apple Inc.

## KNOWLEDGES, SKILLS, ABILITIES & OTHER CHARACTERISTICS

- Knowledge of media production, communication, and dissemination techniques and methods.
- Ability to set up, operate, troubleshoot, and repair television studio equipment, including cameras, audio, lighting, teleprompters, switchers, and broadcast/streaming equipment.
- Proficiency using video production software such as Adobe Premiere, Final Cut Pro X, Motion, Compressor, and QuickTime.
- Proficiency with digital photography and using photo editing software such as Adobe Photoshop Lightroom to enhance images or add graphics.
- Proficiency installing, maintaining, and repairing audiovisual equipment, including projectors and control panels.
- Knowledge of audio, video, and computer cables and connectors and the ability to build and repair cables and connectors.
- Proficiency using word processing, spreadsheet, presentation, and database software.
- Experience with social media platforms and cloud-based storage and distribution.
- Ability to read and interpret work-related documents, such as business, technical, and legal publications.
- Knowledge of public relations and media relations principles and practices; ability to provide support for news media crews at news events.
- Oral communication skills essential to representing the department effectively before the public.

- Written communication skills necessary to compose and revise audience-appropriate, error-free scripts as well as correspondence, reports, and grants.
- Interpersonal skills so as to work cooperatively in a quasi-military environment with people whose backgrounds may differ from one's own, including command staff, sworn personnel, and civilian staff.
- Customer service skills to politely and tactfully serve representatives of other governmental agencies, the media, actors, vendors, and the public.
- Ability to work well independently.
- Organizational skills to be able to plan and complete assignments in a timely manner.
- Ability to work well under pressure in order to complete impromptu assignments with urgent deadlines.
- Ability to understand that police work poses danger and to maintain composure when exposed to the realities of policing, such as when riding along with sworn officers for video production.
- Ability to maintain a high level of confidentiality and professionalism in all aspects of the role, including when working on undercover operations and with the Office of the Chief.
- Ability to approach projects with creativity, resourcefulness, and attention to detail.
- Critical thinking skills, including analytical and problem-solving skills as well as decision-making skills and sound judgment.
- Ability to protect City resources with a sense of stewardship.

## CURRENT SALARY

**The current salary range (Pay Range 2EN) for City of Milwaukee residents is \$50,053-\$64,339 annually, and the non-resident salary range is \$48,825-\$62,761. Appointment above the minimum is possible based upon level of experience and other qualifications and is subject to approval.**

The City of Milwaukee provides a comprehensive benefit program that includes the following:

- Defined Benefit Pension Plan
- 457 Deferred Compensation Plan
- Health and Dental Insurance
- Comprehensive Wellness Program
- Onsite Clinic Services
- Onsite Employee Assistance Program
- Alternative Work Schedules

- Long Term Disability Insurance
- Group Life Insurance
- Tuition Benefits
- Paid Vacation
- 11 Paid Holidays
- Paid Sick Leave and other paid leaves
- Flexible Spending Arrangement
- Commuter Value Pass

For full details of the benefits offered by the City of Milwaukee, please visit <https://city.milwaukee.gov/Benefits2019#.XBriQE2ot6A>.

## SELECTION PROCESS

**THE SELECTION PROCESS** will be job related and will consist of one or more of the following: education and experience evaluation; written, oral, or performance tests, or other assessment methods. The Department of Employee Relations and the Milwaukee Police Department reserve the right to call only the most qualified candidates to oral and performance examinations. Oral examinations may include written exercises. Selection process component weights will be determined by further analysis of the job.

**INITIAL FILING DATE** - The examination will be held as soon as practical after **Friday, May 10, 2019**. Receipt of applications may be discontinued at any time after this date without prior notice. However, recruitment may continue until the needs of the City have been met. Qualified applicants will be notified of the date, time, and place of the examination. Unless otherwise required by law, the City of Milwaukee will not provide alternative test administration. The applicant is responsible for attending all phases of the job selection process at the time and place designated by the City of Milwaukee.

**NOTE:** Candidates must pass a Milwaukee Police Department background investigation before hire.

## ADDITIONAL INFORMATION

- APPLICATIONS and further information may be accessed by visiting, <http://city.milwaukee.gov/jobs>.

- If you would like assistance completing an application, please contact the Department of Employee Relations at (414) 286-3751 or [staffinginfo@milwaukee.gov](mailto:staffinginfo@milwaukee.gov).
- The Department of Employee Relations is located at City Hall, 200 E. Wells St., Room 706, Milwaukee, WI 53202.

## CONCLUSION

*EEO 208*

*The City of Milwaukee values and encourages diversity and is an equal opportunity employer.*