HILLSBOROUGH COUNTY SHERIFF'S OFFICE
CHAD CHRONISTER, SHERIFF

Multimedia Producer

Job Code: U8718
Pay Grade: UG
Pay Scale: $78,116.93-$142,720.76 Annually
Exempt: Yes

OVERVIEW

Develop, create, maintain, and monitor electronic, televised, recorded, printed, and social media communication between the Sheriff's Office, its agency members, and the public. Employees must successfully obtain a Federal Aviation Administration (FAA) Remote Pilot Certificate within the first year of the probationary period and maintain this certificate while in the position.

DUTIES & RESPONSIBILITIES

Duties may vary based on assignment.

- Develop an intimate understanding of Sheriff's Office message and tone to accurately capture in electronic, televised, recorded, printed, and social media communication; assist with the development of videos and/or graphics for social media, websites, trainings, and various functional areas within the Sheriff's Office through collaboration with creative teammates and applicable personnel as needed.
- Write and edit scripts, schedule remote shoots including performers and crews, and edit video productions; may capture studio-quality video and photographs as projects dictate both in the office and on location.
- Maintain in-house video studio for live and pre-taped events.
- Set-up and record news conferences both in-house and on location.
- Set-up, run and monitor live-stream events in house and on location.
- Record and edit podcasts.
- Operate audio and video equipment such as television cameras, switchers, audio mixers, videotape recorders/players, edit controllers, character generators, and dimmer boards.
- Read professional publications and/or research equipment or technology in order to keep abreast of relevant industry trends and changes.
- Instruct computer staff and users in the operation and maintenance of programs and Web or Intranet Site to maximize user capabilities.
- Perform other related duties as required.

KNOWLEDGE & ABILITIES

- Considerable knowledge of the principles and practices of media production, communications, and dissemination techniques and methods including alternative ways to inform the public via written, oral, and visual media.
- Considerable knowledge of Web, Internet, or Intranet sites/social media platforms.
- Working knowledge of DSLR and Digital Cinema Cameras and lenses.
- Working knowledge of Adobe Creative Suite (Premiere Pro, After Effects, Photoshop).
- Working knowledge of various computer software used in the development of communication media.
- Working knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

- Working knowledge of Sheriff's Office policies, practices, procedures, and services offered to the community.
- Working knowledge of the regulations, operating requirements, and procedures for safely flying drones under the FAA's Small UAS Rule (Part 107).
- Ability to operate drone(s) for video shoots.
- Ability to apply constructive criticism from peers.
- Ability to operate in a fast-paced, dynamic environment.
- Ability to self-manage projects and interact with both internal and external personnel in a manner that helps create a dynamic, team-based culture.
- Ability to prioritize tasks, deal effectively with competing and changing priorities, and meet deadlines.
- Ability to be accurate, detail-oriented, and organized.
- Ability to analyze and resolve difficult problems and situations.
- Ability to influence others through explanation of facts, policies, and practices.
- Ability to work within the constraints of both Sheriff's Office guidelines and short timelines.
- Ability to work independently with general supervision.
- Ability to work on a Mac platform.

SKILLS

- Post Productions
- Video Editing
- Videography
- Visual Effects (VFX)
- Broadcasting Media

WORKING CONDITIONS

- Work within an office environment within a law enforcement agency.
- May work outdoors in a subtropical climate in potential adverse weather conditions.
- Stand/sit at a keyboard or workstation for prolonged periods.
- May engage in heavy physical exertion (e.g., lifting, carrying, pushing and/or pulling of objects and materials up to 50 pounds).
- Work standard business hours.
- May work non-standard hours including nights, weekends, and holidays.
- In the event of an emergency or disaster, may be required to respond promptly to duties and responsibilities as assigned by management chain, Division/District Commander, or the Sheriff (or their designee). Such assignments may be for before, during or after the emergency/disaster.

MINIMUM EDUCATION & EXPERIENCE

- A high school diploma or possession of a GED certificate.
- Five years of experience in public relations, communications, journalism, media, marketing, and/or social media management with television or video production experience.

OR

- An associate degree from an accredited institution of higher education with a major in communications, radio/TV broadcasting, film, education media, advertising, marketing, public relations, media relations, journalism, or other closely related field.
- Four years of experience in public relations, communications, journalism, media, marketing, and/or social media management with television or video production experience.

OR

- A bachelor's degree from an accredited institution of higher education with a major in communications, radio/TV broadcasting, film, education media, advertising, marketing, public relations, media relations, journalism, or other closely related field.
- Three years of experience in public relations, communications, journalism, media, marketing,

and/or social media management with television or video production experience.

ADDITIONAL JOB REQUIREMENTS

- Attendance at the specified Sheriff's Office work location is required.
- Depending on assignment, employees may be required to possess a valid Florida Driver License at time of employment. Driving history will be thoroughly reviewed and may be grounds for disqualification.
- No visible tattoos on face, head, and neck. Tattoos determined to take away from the professional appearance of the Sheriff's Office must be covered with an appropriate white, black, or neutral covering.
- No illegal drug sale within lifetime.
- No illegal drug use within the past 36 months. No marijuana use within the last 12 months.
- No felony convictions within lifetime.
- No misdemeanor convictions involving perjury, false statement, or domestic violence within lifetime.
- No dishonorable discharge from any branch of the United States Armed Forces, the United States Coast Guard, National Guard, or Reserve Forces.
- Successful completion of a background investigation including criminal, reference, employment, and neighborhood checks; polygraph; medical evaluation; and drug screening.
- Live within Hillsborough County or within Citrus, Hardee, Hernando, Lake, Manatee, Pasco, Pinellas, Polk, Sarasota, or Sumter County as long as the residence is located within the 60-mile parameter of Falkenburg Road Jail at the time of appointment/employment (certified only).

The duties and responsibilities on this job description represent the essential functions that an employee must be able to satisfactorily perform with or without reasonable accommodations. Reasonable accommodations shall be made upon request to enable employees with disabilities to perform the essential functions of their job, absent undue agency hardship. The Sheriff's Office retains the right to change or assign other duties to this job as necessary.

PREFERRED QUALIFICATIONS

- A valid FAA Remote Pilot Certificate.