



JOB DESCRIPTION

MULTIMEDIA PRODUCTION SPECIALIST

Department:	City Hall	Classification/FLSA:	Full time, Hourly
Location:	City Hall	Reports To:	Public Information Manager
Supervises:	N/A	Pay Range:	\$15.24 - \$19.05
Benefits:	Jobs City of Pittsburgh (pittks.org)		
		Travel:	As needed

Revised: 01/10/2023

ABOUT THE TEAM

The City of Pittsburgh Public Information Office is responsible for publishing timely, relevant, critical information to the public using the city's official communication channels. The PIO office provides a positive, supportive, and dynamic work environment with professional development and learning opportunities, on-the-job training, equipment, and leading-edge technology. Working with city departments, elected officials, community leaders, and volunteers, this candidate will gain valuable experience and build meaningful relationships throughout the community. The ideal candidate for this position has a knack for visual storytelling through photography and videography, has excellent verbal and written communication skills, has a desire to learn new things, enjoys working with people, and is eager to make a positive impact on the Pittsburgh community.

POSITION SUMMARY

The **Multimedia Production Specialist**, under the supervision of the Public Information Manager, creates engaging content to educate the community and drive awareness through the development of multichannel campaigns using photography, videography, graphic design, and copywriting. This position assists with content creation and monitoring of the city's official government social media accounts and helps oversee campaign development on various departmental social media pages. The **Multimedia Production Specialist** works closely with the communications team and department staff to establish and follow through on prioritized, coordinated communication strategies that drive forward the mission of the City of Pittsburgh.

DUTIES AND RESPONSIBILITIES

- Support development and production of marketing and communication projects, and make technical recommendations. Sets up and operates digital cameras, lighting units, microphones, and other equipment for field production. Performs video post-production tasks including archiving footage, creating rough cuts, and revised and final versions of video clips.

- Produces, records, directs, publishes, and edits promotional videos and audio assets.
- Generate, edit, and publish, on-strategy, engaging content for social media, web, print, and television.
- Help maintain the City's presence for main governmental social media accounts: including (but not limited to) Facebook, Twitter, Instagram, LinkedIn, Nextdoor
- Work with PIO team to conceptualize and develop content for multichannel campaigns
- Assists with graphic design projects and the development of promotional materials for City activities, conferences, programs, etc.
- Provides technical assistance with video production and recording of press conferences, theatrical performances, the State of the City Address, and other live or virtual events as needed.
- Prioritizes, organizes, and schedules work assignments and projects. Maintains equipment inventory and performs routine maintenance as needed.
- Adheres to City brand identity standards. Researches and recommends new multimedia software for video and photo production.
- Supports public information initiatives by providing media coordination, social media content creation, project management, and staff supervision in the Public Information Manager's absence, as needed.
- Other duties as assigned.

EDUCATION AND QUALIFICATIONS

- Education – Bachelor's degree in Communications, Broadcasting, Graphic Design, Marketing or related field; or equivalent combination of education and experience.
- Experience – One to three years of related work experience preferred.
- Experience with Adobe Creative Cloud applications (Premiere, After Effects, Photoshop, Illustrator) for still and video editing, color editing, production and digital animation.
- Proficiency in the Microsoft Office suite.
- Experience in social media management preferred.
Excellent written communication, analytical, interpersonal and organizational skills.
- Knowledge of planning and executing marketing plans preferred.
- High priority on self-development of teamwork and collaboration skills.
- Ability to work independently and part of a team.
- Ability to prioritize projects to meet deadlines.
- Willingness to work a flexible schedule as needed – evenings and weekends on occasion.
- Physical Requirements – Ability to lift moderately heavy objects.
- Experience with video and audio hardware, video production equipment, and technology preferred.
- Experience with flying a drone preferred. Drone pilot training and licensing can be provided