



STATE OF COLORADO

CLASS SERIES DESCRIPTION

July 1, 2003

MEDIA SPECIALIST

H3I1IX TO H3I6XX

DESCRIPTION OF OCCUPATIONAL WORK

This class series uses six levels in the Professional Services Occupational Group and describes audio-visual/media work ranging from technical assignments consisting of operation, distribution, and/or inventory control of media equipment, and maintenance of a variety of media equipment through the production and direction of audio-visual/media programs and materials. Positions in this class series apply principles, theories, practices, techniques, methods, and/or procedures pertaining to the audio-visual/media field in order to carry out technical assignments, produce and direct the production of audio-visual/media materials, and supervise and manage audio-visual/media program operations.

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MEDIA SPECIALIST INTERN

H3I1IX

CONCEPT OF CLASS

This class describes the entry level. Work is designed to train positions for a higher level in the class series. Although tasks are similar to those of the fully-operational technical media specialist level, assignments are structured and performed with direction and assistance from others. Positions carry out established work processes and operations by learning to apply and follow procedures, techniques, rules, and regulations. Once training has been completed, the position is to be moved to the next level. Positions should not remain in this class indefinitely.

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MEDIA SPECIALIST I

H312TX

CONCEPT OF CLASS

This class describes the full-operating level of technical media specialist work. Positions at this level apply established, standard guidelines, practices, techniques, methods, procedures, and instructions in performing defined technical audio-visual work. Positions at this level are involved in the operation, distribution, equipment and/or inventory control of media equipment, and maintenance of a variety of audio-visual/media equipment.

FACTORS

Allocation must be based on meeting all of the four factors as described below.

Decision Making -- The decisions regularly made are at the defined level, as described here. Within limits prescribed by the audio-visual project, assignment, or equipment operation, choices involve selecting alternatives that affect the manner and speed with which audio-visual/media tasks are carried out. These choices do not affect the standards or results of the operation itself because there is typically only one correct way to carry out the operation. These alternatives include independent choice of such things as priority and personal preference for organizing and processing the work, proper tools or equipment, speed, and appropriate steps in the operation to apply. By nature, the data needed to make decisions can be numerous but are clear and understandable so logic is needed to apply the prescribed alternative. For example, a position decides the most efficient steps to follow to set up and operate audio-visual/media equipment by using established guidelines and procedures. Positions can be taught what to do to carry out assignments and any deviation in the manner in which the work is performed does not change the end result of the operation.

Complexity -- The nature of, and need for, analysis and judgment is prescribed, as described here. Positions apply established, standard audio-visual techniques and practices which cover work situations and alternatives. Action taken is based on learned, specific audio-visual practices that permit little deviation or change as the task is repeated. Any alternatives to choose from are clearly right or wrong at each step. For example, a position follows established audio-visual practices, techniques, methods, and instructions when completing audio-visual tasks such as, duplicating tapes, operating equipment, cleaning or adjusting audio-visual equipment.

Purpose of Contact -- Regular work contacts with others outside the supervisory chain, regardless of the method of communication, are for the purpose of exchanging or collecting information with clients. This involves giving learned information that is readily understandable by the recipient or collecting factual information in order to solve factual problems, errors, or complaints. For example, a position may contact a client to provide information pertaining to instructions on operating or scheduling audio-visual equipment.

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Line/Staff Authority -- The direct field of influence the work of a position has on the organization is as an individual contributor. The individual contributor may explain work processes and train others. The individual contributor may serve as a resource or guide by advising others on how to use processes within a system or as a member of a collaborative problem-solving team. This level may include positions performing supervisory elements that do not fully meet the criteria for the next level in this factor.

MEDIA SPECIALIST II

H313XX

CONCEPT OF CLASS

This class describes work leader technical media specialist work. In addition to the work performed at the Media Specialist I level, positions at this level function as work leaders as described by the Line/Staff Authority factor. The Media Specialist II differs from the Media Specialist I on the Decision Making and Line/Staff Authority factors.

FACTORS

Allocation must be based on meeting all of the four factors as described below.

Decision Making -- The decisions regularly made are at the operational level, as described here. Within limits set by the specific audio-visual assignment or process, choices involve deciding what operation is required to carry out the process. This includes determining how the operation will be completed. By nature, data needed to make decisions are numerous and variable so reasoning is needed to develop the practical course of action within the established process. Choices are within a range of specified, acceptable standards, alternatives, and technical practices. For example, a position determines how and when audio-visual equipment delivery and pick-up, scheduling, maintenance and equipment and/or inventory control operations will be carried out.

Complexity -- The nature of, and need for, analysis and judgment is prescribed, as described here. Positions apply established, standard audio-visual techniques and practices which cover work situations and alternatives. Action taken is based on learned, specific audio-visual practices that permit little deviation or change as the task is repeated. Any alternatives to choose from are clearly right or wrong at each step. For example, a position follows established audio-visual practices, techniques, or methods to use to resolve an audio-visual equipment scheduling, operation, maintenance, or delivery problem.

Purpose of Contact -- Regular work contacts with others outside the supervisory chain, regardless of the method of communication, are for the purpose of exchanging or collecting information with clients. This involves giving learned information that is readily understandable by the recipient or collecting factual information in order to solve factual problems, errors, or complaints. For example, a position may contact a client to provide information pertaining to instructions on operating or scheduling audio-visual equipment.

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Line/Staff Authority -- The direct field of influence the work of a position has on the organization is as a work leader. The work leader is partially accountable for the work product of two or more full-time equivalent positions, including timeliness, correctness, and soundness. At least one of the subordinate positions must be in the same series or at a comparable conceptual level. Typical elements of direct control over other positions by a work leader include assigning tasks, monitoring progress and work flow, checking the product, scheduling work, and establishing work standards. The work leader provides input into supervisory decisions made at higher levels, including signing leave requests and approving work hours. This level may include positions performing supervisory elements that do not fully meet the criteria for the next level in this factor.

MEDIA SPECIALIST III

H3I4XX

CONCEPT OF CLASS

This class describes production assistant media specialist work. Positions in this level assist in the production of audio-visual/media materials by operating television cameras, teleprompters, audio mixing devices, editing apparatus and other audio-visual/media equipment. Work involves studying information pertaining to audio-visual/media assignments to determine what it means and how it fits together in order to produce the desired effect for the client. At this level, positions use judgement in selecting and interpreting appropriate audio-visual guidelines, practices, or techniques to complete assignments or projects. The Media Specialist III differs from the Media Specialist II on Complexity, Purpose of Contact, and Line/Staff Authority.

FACTORS

Allocation must be based on meeting all of the four factors as described below.

Decision Making -- The decisions regularly made are at the operational level, as described here. Within limits set by the specific audio-visual assignment or process, choices involve deciding what operation is required to carry out the process. This includes determining how the operation will be completed. By nature, data needed to make decisions are numerous and variable so reasoning is needed to develop the practical course of action within the established process. Choices are within a range of specified, acceptable standards, alternatives, and technical practices. For example, a position produces audio-visual material by determining the best position for a camera, visuals, or the equipment needed to produce the desired effect by using judgment in applying the appropriate audio-visual guideline, technique, or practice.

Complexity -- The nature of, and need for, analysis and judgment is patterned, as described here. Positions study information pertaining to an audio-visual assignment to determine what it means and how it fits together in order to get practical solutions in the form of quality audio-visual material that produces the effect desired by a client. Guidelines in the form of audio-visual principles, practices, techniques, or methods exist for most situations. Judgment is needed in locating and selecting the most appropriate of these guidelines which may change for varying

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audio-visual assignments or circumstances as the task is repeated. This selection and interpretation of guidelines involves choosing from alternatives where all are correct but one is better than another depending on the given audio-visual assignment or circumstances of the situation. For example, a position selects the most appropriate audio-visual practice, technique, or method to produce the desired audio-visual/media effect for the client.

Purpose of Contact -- Regular work contacts with others outside the supervisory chain, regardless of the method of communication, are for the purpose of both of the following:

Detecting, discovering, exposing information, problems, violations or failures by interviewing or investigating where the issues or results of the contact are not known ahead of time. For example, a position interviews a client to determine audio-visual needs and the desired message to be portrayed.

Advising, counseling, or guiding the direction taken to resolve complaints or problems and influence or correct actions and behaviors. For example, a position may advise or guide a client on the best way to produce audio-visual/media material which effectively portrays the desired message.

Line/Staff Authority -- The direct field of influence the work of a position has on the organization is as an individual contributor. The individual contributor may explain work processes and train others. The individual contributor may serve as a resource or guide by advising others on how to use processes within a system or as a member of a collaborative problem-solving team. This level may include positions performing supervisory elements that do not fully meet the criteria for the next level in this factor.

MEDIA SPECIALIST IV

H3I5XX

CONCEPT OF CLASS

This class describes first level media producer/director and/or technical media support specialist work. At this level positions are involved in the production of audio-visual materials. Positions in this class apply and adapt principles, theories, concepts, practices, and agency guidelines pertaining to the audio-visual/media field to create and produce presentations. Work involves the production and direction of audio-visual/media materials within budget and time constraints, from determining the concept to completing a project. Positions may confer with clients to plan and determine the nature, objective, script, sites, equipment needs, schedule, and costs of a project, produce the program by directing production activities or setting up and operating sophisticated audio-visual equipment, and edit production work into a finished audio-visual product, supply a variety of quality audio-visual materials and services that satisfy client needs.

This level also describes positions involved in providing technical media support. Technical media support positions have been delegated, by a higher level producer/director or equivalent position, the accountability for directing, overseeing, and controlling all pre-production, production, and post-production components of a particular facet(s) of a media project such as

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lightning, sound (audio), editing, or other comparable facet. Technical media support positions exercise aesthetic judgement in designing, creating, and producing the desired effect and objective for a facet(s) of a media project for a client or producer director. The Media Specialist IV differs from the Media Specialist III on Complexity, Purpose of Contact, and Line/Staff Authority.

FACTORS

Allocation must be based on meeting all of the four factors as described below.

Decision Making -- The decisions regularly made are at the operational level, as described here. Within limits set by the specific production assignment or process, choices involve deciding what operation is required to carry out the production assignment. This includes determining how the operation will be completed. By nature, data needed to make decisions are numerous and variable so reasoning is needed to develop the practical course of action within the established process. Choices are within a range of specified, acceptable standards, alternatives, and technical practices. For example, a position directs and oversees the production of a media project by determining effective use of equipment and exercising aesthetic judgement in creating the desired effect and objective for the client.

Complexity -- The nature of, and need for, analysis and judgment is formulative, as described here. Positions evaluate the relevance and importance of audio-visual theories, concepts, and principles in order to tailor them to develop a different approach or tactical plan to fit specific circumstances. While general policy, precedent, or non-specific practices exist, they are inadequate so they are relevant only through approximation or analogy. In conjunction with audio-visual theories, concepts, and principles, positions use judgment and resourcefulness in tailoring the existing guidelines so they can be applied to particular circumstances and to deal with emergencies. For example, a position may design or tailor a specific audio-visual plan or approach to satisfy client needs based on an evaluation of client requirements and existing audio-visual theories, concepts, models, or practices.

Purpose of Contact -- Regular work contacts with others outside the supervisory chain, regardless of the method of communication, are for the purpose of clarifying underlying rationale, intent, and motive by educating clients on unfamiliar audio-visual concepts and theories or approaches. This goes beyond what has been learned in training or repeating information that is available in another format. For example, a position clarifies the intent and benefits of specific audio-visual techniques, principles, and approaches to promote their understanding and gain acceptance to implement audio-visual/media projects.

Line/Staff Authority -- The direct field of influence the work of a position has on the organization is as an individual contributor or work leader. The individual contributor may explain work processes and train others. The individual contributor may serve as a resource or guide by advising others on how to use processes within a system or as a member of a

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collaborative problem-solving team. This level may include work leader or supervisory accountability for less than two full-time equivalent positions.

OR

The work or project leader is partially accountable for the work product of two or more full-time equivalent positions, including timeliness, correctness, and soundness. At least one of the subordinate positions must be in the same series or at a comparable conceptual level. Typical elements of direct control over other positions by a work leader include assigning tasks, monitoring progress and work flow, checking the product, scheduling work, and establishing work standards. The work leader provides input into supervisory decisions made at higher levels, including signing leave requests and approving work hours. This level may include positions performing supervisory elements that do not fully meet the criteria for the next level in this factor.

MEDIA SPECIALIST V

H3I6XX

CONCEPT OF CLASS

This class describes full-operating media producer/director work. In addition to the producer/director work described at the Media Specialist IV level, positions at this level function as a full-operating producer/directors and are supervisors or work leaders as described by the Line/Staff Authority factor. The Media Specialist V differs from the Media Specialist IV on the Decision Making and Line/Staff Authority factors.

FACTORS

Allocation must be based on meeting all of the four factors as described below.

Decision Making -- The decisions regularly made are at the process level, as described here. Within limits set by professional standards, the agency's available technology and resources, and audio-visual program objectives and regulations established by a higher management level, choices involve determining the process, including designing the set of operations used to complete audio-visual projects. The general pattern, program, or system exists but must be individualized in order to plan, create, produce, and complete audio-visual projects that satisfy client needs. This individualization requires analysis of data that is complicated. Analysis is breaking the problem or case into parts, examining these parts, and reaching conclusions that result in processes. This examination requires the application of known and established audio-visual theory, principles, conceptual models, professional standards, and precedents in order to determine their relationship to the problem. For example, a position plans and designs the audio-visual process that includes determining all phases of the production operations of an audio-visual project from formulating the concept to completing the work. New processes or objectives require approval of higher management or the agency with authority and accountability for the program or system.

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Complexity -- The nature of, and need for, analysis and judgment is formulative, as described here. Positions evaluate the relevance and importance of audio-visual theories, concepts, and principles in order to tailor them to develop a different approach or tactical plan to fit specific circumstances. While general policy, precedent, or non-specific practices exist, they are inadequate so they are relevant only through approximation or analogy. In conjunction with audio-visual theories, concepts, and principles, positions use judgment and resourcefulness in tailoring the existing guidelines so they can be applied to particular circumstances and to deal with emergencies. For example, a position may design or tailor a specific audio-visual plan or approach to satisfy client needs based on an evaluation of client requirements and existing audio-visual theories, concepts, models, or practices.

Purpose of Contact -- Regular work contacts with others outside the supervisory chain, regardless of the method of communication, are for the purpose of clarifying underlying rationale, intent, and motive by educating clients on unfamiliar audio-visual concepts and theories or approaches. This goes beyond what has been learned in training or repeating information that is available in another format. For example, a position clarifies the intent and benefits of specific audio-visual techniques, principles, and approaches to promote their understanding and gain acceptance to implement audio-visual/media projects.

Line/Staff Authority -- The direct field of influence the work of a position has on the organization is as a unit supervisor or work leader. The unit supervisor is accountable, including signature authority, for actions and decisions that directly impact the pay, status, and tenure of three or more full-time equivalent positions. At least one of the subordinate positions must be in the same series or at a comparable conceptual level. The elements of formal supervision must include providing documentation to support recommended corrective and disciplinary actions, signing performance plans and appraisals, and resolving informal grievances. Positions start the hiring process, interview applicants, and recommend hire, promotion, or transfer.

OR

This level may also include work or project leader positions that are partially accountable for the work product of two or more full-time equivalent positions, including timeliness, correctness, and soundness. At least one of the subordinate positions must be in the same series or at a comparable conceptual level. Typical elements of direct control over other positions include assigning tasks, monitoring progress and work flow, checking the product, scheduling work, and establishing work standards. Such positions provide input into supervisory decisions made at higher levels, including signing leave requests and approving work hours. This level may include positions performing supervisory elements that do not fully meet the criteria for the next level in this factor.

ENTRANCE REQUIREMENTS

Minimum entry requirements and general competencies for classes in this series are contained in the State of Colorado Department of Personnel web site.

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For purposes of the Americans with Disabilities Act, the essential functions of specific positions are identified in the position description questionnaires and job analyses.

CLASS SERIES HISTORY

Effective 7/1/03 (JEM). Abolished vacant Media Specialist VI (H3I7). Published proposed 2/20/03.

Effective 9/1/93 (CVC). Job Evaluation System Revision project. Published as proposed 6/1/93.

Revised 7/1/84. Title, deletion of options, nature of work, distinguishing factors, deletion of note, some examples of work, knowledges, skills and abilities, education and experience, substitution for A2653X Audio-Visual Med Pro Spec A, A2654X Audio-Visual Med Pro Spec B and A2655X Sr Audio-Visual Med Pro Spec. Deletion of options, nature of work, distinguishing factors, deletion of note, some examples of work, knowledges, skills and abilities, education and experience, substitution for A2656X Audio-Visual Producer Director. Nature of work, distinguishing factors, deletion of note, some examples of work, knowledges, skills and abilities, education and experience, substitution for A2657X Sr Audio-Visual Producer Director.

Revised 6/1/80. Change skill code for (A2652*)Sr Aud-Visual Tech, (A2653X)Aud-Visual Med Pro Spec A, (A2654X) Aud-Visual Med Pro Spec B, (A2655X) Sr Aud-Visual Med Pro Spec.

Revised 8/1/79. Change skill code for (A2650X)Audio-Visual Tech A and (A2651X)Audio-Visual Tech B.

Created 1/1/75. A2650X Audio-Visual Tech A, A2651X Audio-Visual Tech B, A2652* Senior Audio-Visual Tech, A2653X Audio-Visual Medial Pro Spec A, A2654X Audio-Visual Med Pro Spec B, A2655X Senior Audio-Visual Med Pro Spec, A2656X Audio-Visual Producer Director and A2657X Senior Audio-Visual Producer Director.

SUMMARY OF FACTOR RATINGS

Class Level	Decision Making	Complexity	Purpose of Contact	Line/Staff Authority
Media Specialist Intern	na	na	na	na
Media Specialist I	Defined	Prescribed	Exchange	Indiv. Contributor
Media Specialist II	Operational	Prescribed	Exchange	Work Leader
Media Specialist III	Operational	Patterned	Detect & Advise	Indiv. Contributor
Media Specialist IV	Operational	Formulative	Clarify	Indiv. Contributor or Work Leader
Media Specialist V	Process	Formulative	Clarify	Unit Supervisor or Work Leader

ISSUING AUTHORITY: Colorado Department of Personnel & Administration