

**NON-CLINICAL MEDIA/MARKETING/ARTS SERVICES:**

**ALL PRODUCERS, ALL WRITERS, ALL VIDEO**

**A/V TECH, CAMERA OPERATOR, ANIMATOR, PHOTOGRAPHER**

**PR, SOCIAL, & MARKETING MEDIA SPECIALISTS, MEDIA BUYER, ADVERTISING ASST**

**GRAPHIC ARTIST, WEB DEVELOPER**

**TRANSLATOR, SIGN LANGUAGE INTERPRETOR**

Program Support Service Categories				
Series	Labor Category	Description	Minimum Education	Minimum Experience
Information and Arts (Series 1000 – 1099)				
1001	Advertising Assistant	Performs tasks related to advertising and marketing campaigns. Tasks may include providing executive administrative support to the Advertising and Marketing departments; coordinating meetings and schedules; prepare travel arrangements, research advertising media placement and other advertising avenues	HS Diploma	1 year
1001	Animator	Performs tasks to produce multiple images called frames, which when sequenced together create an illusion of movement. The images may be made up of digital or hand-drawn, models or puppets in two or three dimensional.	BA/BS Degree	3 years
1001	Audio Video Technician	Performs tasks to record or reproduce sound using audio and video equipment. Responsibilities can also include setting up audio and mixing board equipment, video recorders, projectors, and lighting equipment.	BA/BS Degree	3 years
1001	Camera Operator	Perform tasks of operating a variety of technical equipment including single and multiple portable, remote-control and electronic cameras, cranes and mobile mountings.	BA/BS Degree	3 years
1001	Marketing / Media Specialist Jr	Sufficiently knowledgeable in both graphical communication and computer programming to create media that responds to input and interacts with users. Often are employed in a web-related context, using programming languages and design programs usually employed in website design to complete their work.	BA/BS Degree	Junior: 4 years Senior: 8 years
1001	Media Buyer/Planner	Develops strategies and objectives for media buys and determines the effective mix of advertising types for each specific campaign and target audience. Creates and implements a plan to meet media objectives within an established budget and timeframe. Negotiates with media sales representatives to buy and place advertising for a company or clients where it will have the greatest impact, calculates rates and budgets, and ensures that ads appear as specified. Has strong analytical, negotiation and organizational skills. Tracks, analyzes and interprets results of advertising expenditures. Has strong research and analytical skills.	BA/BS Degree	Junior: 4 years Senior: 8 years
1060	Photographer	Performs a variety of photographic techniques to produce photographs of people, events, places and objects for print and online presentations and/ or publications. The individual shall possess knowledge of Photoshop, Lightroom, or other photography specific software including on-, and off-camera lighting skills.	BA/BS Degree	5 years
1001	Graphic Artist	Performs tasks such as planning, designing, and producing graphic exhibits, including artistic considerations using technical knowledge	BA/BS Degree	4 years

		and skills, in both physical and electronic form. Tasks may include designing for a variety of products and activities, such as websites, advertising, books, posters, product packaging, exhibitions and displays, corporate communications and corporate identity (such as award programs, summits and meetings) that require the organizations visual brand.		
1071	Producer Jr	Performs tasks in the managing of a project from conception to completion. Additional roles and responsibilities might include the marketing and distribution process of the finalized product. Performs tasks in a variety of administrative support to track schedules and ensuring that the project is operating within a budget and scope.	BA/BS Degree	4 years
1071	Producer Sr	Manages broadcast production projects from start to completion, within timeline. Performs high-level production work in TV, radio, long-format, and event production. Oversees all aspects of pre- and post-production including, budgeting, booking, crews/studios and talent, scouting locations, scheduling, managing shoots/records, color correction, footage transfer, offline editing, graphics production, music composition/sweetening, on-line editing, and duplication/distribution. Responsibilities also include overseeing the work of support staff and ensuring program scripts meet intentions and requirements expressed by management. Senior Producers are highly proficient in editing and familiar with a variety of the field's concepts, practices, and procedures. A wide degree of creativity and latitude is expected.	BA/BS Degree	10 years
1071	Production/Operations Specialist	Coordinate the activities of organizations. Specifically, they direct the production, pricing, sales and distribution of healthcare services and are responsible for overall operations improvement. Day-to-day duties may include forecasting customer demand and meeting with managers from other departments.	BA/BS Degree	Junior: 4 years Senior: 8 years
1035	Public Relations Specialist	Responsible for developing and maintaining the public images of their clients or organizations. This may involve issuing press releases, promoting press releases, maintaining a social media presence and arranging public appearances	BA/BS Degree	Junior: 4 years Senior: 8 years
	Social Media Specialist	Oversees the design, development, and maintenance of social media and activities for an assigned project. Provides a variety of strategic communications and organizational support, coordination, and configuration management to various project teams and senior managers. Has demonstrated a broad range and diverse skills across the media spectrum. Performs a variety of tasks related to designing, developing, troubleshooting, debugging, and implementing social media. Must be skilled in conducting outreach through various social media channels such as video and written blogs, chat, Twitter and Facebook. Possesses a solid understanding of creative trends, current design, and development technologies, including current web development, video, and social media trends.	BA/BS Degree	Junior: 4 years Senior: 8 years
1083	Technical Writer/Editor	Performs tasks such as writing and editing materials, such as reports, regulations, articles, newsletters, magazines, news releases, training materials, brochures, interpretive handbooks, pamphlets, guidebooks, scholarly works, reference works, speeches, or scripts. Strong experience with computer-based systems. Gathers, analyzes and composes technical information required for preparation of user manuals, training materials, installation guides, proposals, reports, etc. Edits functional descriptions, system specifications, user manuals, special reports, or any other customer deliverables and documents. Conducts research and ensures the use of proper technical terminology; must possess strong understanding of medical and healthcare industry terminology. Translates technical information into clear, readable documents to be used by technical and non-technical personnel.	BA/BS Degree	Junior: 4 years Senior: 8 years
1040	Translator	Performs tasks in converting concepts in the source language to equivalent concepts in the target language.	BA/BS Degree	6 years

1071	Video Editor	Performs tasks in the post-production process of films and videos by digitizing and organizing raw footage into a final product suitable for public audiences.	BA/BS Degree	Junior: 4 years Senior: 8 years
1071	Video Engineer	Performs tasks in video transcoding work processes, developing video preparing calculations, implement calculations to soften discretionary video content, research programming modules for enhancements, etc.	BA/BS Degree	Junior: 4 years Senior: 8 years
1071	Videographer	Filming all task-related events. After the event filming, may be responsible for editing the film into a final deliverable product.	BA/BS Degree	5 years
1083	Scriptwriter	Performs tasks to prepare stories and instructions for media projects and products. The scriptwriter creates the story line, characters and dialog for any piece of staged presentation.	BA/BS Degree	Junior: 4 years Senior: 8 years
1040	Sign Language Interpreter	Performs tasks in ensuring that deaf or hearing-impaired individuals understand what is being said in a variety of situations. The interpreter must understand the subject being presented so they can accurately translate.	AAS Degree	3 years
1001	Web Developer	The contractor shall designate a Web Developer to perform tasks requiring use of IT to advance the organization's goals by creating websites for programs and projects. Tasks may include performing web development, computer programming and database integration; supporting data collection, statistical analysis and visualization of progress towards achieving objectives; articulating and assisting the customer with defining and refining product requirements; and supporting Data and Information Management tasks.	BA/BS Degree	4 years