



## Classification Description

---

*Work in this classification requires an individual to be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary classification functions herein described. Since every duty associated with this classification may not be described herein, employees may be required to perform duties not specifically spelled out in this classification description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this description.*

---

**Classification:** VIDEO CONTENT CREATOR

---

**Department:** Communications

**Pay Grade:** 09

**FLSA Status:** Non-exempt

### **JOB SUMMARY**

The primary function of this position is to work as part of the Communications and Marketing department, producing, shooting, and editing premium video content aimed at promoting Pinal County, its government services and programs, and enhancing the County's image locally, nationally, and internationally.

### **TYPICAL CLASSIFICATION ESSENTIAL DUTIES:**

- Oversees the development of video creative from beginning to end, ensuring the final product delivers on the overall strategy, is aligned with the brand, and is of a high technical standard.
- Conceptualizes, produces, films, and edits visually stunning, engaging and effective narrative videos that tell the stories of Pinal County, building affinity with our audience.
- Video production to include: storyboarding, research and planning, script-writing, filming, editing, color grading, and addition of motion graphics, special effects, music and sound effects.
- Leads production on a variety of video styles, distributed via a range of platforms, aimed at both internal and external audiences.
- Works on productions both singularly and also on larger scale productions, forms and leads a production team of contractors.
- Takes still photographs in addition to video when required
- Interviews and directs Elected and County Officials, coaching them to deliver often dry topics in a clear and interesting manner
- Works collaboratively with other County departments to provide support in their media or promotional efforts.
- Maintains absolute confidentiality of work-related issues, customer records, and restricted County information.
- Performs other related duties as required.
- Promotes and adheres to the County ACT values of accountability, commitment, and teamwork.

### **POSITION SPECIFIC DUTIES:**

- Receives direction from the Director and Communications and Marketing Specialist.

**MINIMUM REQUIREMENTS TO PERFORM WORK:**

- Bachelor’s degree in Film, Broadcast Journalism, or relevant field.
- Three years of experience in Video Production.
- Valid Driver’s License with Arizona Driver’s License within 30 days of hire.
- Or an equivalent combination of relevant education and/or experience may substitute for the minimum requirements

**Preferred Qualifications:**

- Evidence of a portfolio of work demonstrating strong storytelling techniques across a variety of content styles, alongside technically high-quality video production.
- Experience working in a fast-paced, creative environment handling multiple projects at once.
- Experience with flying and filming from drones.

**Knowledge, Skills and Abilities:**

- Demonstrated knowledge of all aspects of film, photography, and audio production equipment, including DSLR cameras, audio and lighting setups.
- Strong storytelling abilities, able to create interesting and compelling content to communicate effectively to both an internal and external audience.
- Creative and detail-oriented. Experience in work that requires a high level of attention to detail and accuracy in everyday work.
- Experience with post-production software and graphic design programs
- A passion for the industry and a keen interest in learning the latest trends and techniques.
- Excellent project and Time Management skills with the ability to be flexible as project timelines fluctuate.
- Ability to establish and maintain effective working relationships with employees, other agencies, and the public.
- Flexibility to work outside of regular office hours to support projects when necessary, including travel around the County.

**PHYSICAL DEMANDS:**

The work is light and requires exerting up to 50 pounds of force occasionally, and/or up to 10 pounds of force to move objects. The work also requires the ability to finger, grasp, reach, lift, perform repetitive motion, operate motor vehicles, hear, speak, and demonstrate mental and visual acuity.

**WORK ENVIRONMENT:**

Work is performed in a dynamic environment that requires the ability to be sensitive to change and responsive to changing goals, priorities, and needs.

**REPORTING STRUCTURE:**

**Supervision Received:**

**Supervision Exercised:**

*Pinal County has the right to revise this description at any time, and does not represent in any way a contract of employment.*

Employee Signature

Date

\_\_\_\_\_  
Supervisor (or HR) Signature

\_\_\_\_\_  
Date

DRAFT