



JOB DESCRIPTION

Title:	Media Intern	Department(s):	Media Services
Reports to:	PR-Communications Manager	Location:	White Memorial Building
FLSA:	Non-Exempt	Pay Grade:	Salary Resolution
Shift:	Variable	Status:	Part-Time
Bargaining Unit:	None	Date:	January 2022

JOB SUMMARY

The Media Intern position will work directly with the Public Relations and Communications Manager to learn the job and daily duties. The intern will work to share city information on all platforms including but not limited to the city website, via press releases, Facebook, Instagram, Twitter, Polco, and the local television station.

The intern will also work with the Media Coordinator to assist with all video production, including but not limited to operating cameras and audio/visual equipment for the City of Whitewater's Public, Education, and Government (PEG) Television Station(s); films, edits, programs and assists in the production of local digital video programming including Public Service Announcements, government meetings, local events and more; performs related duties as required.

This is a highly visible position and interacts frequently with the public, citizen and business groups, other governmental entities, and the media. This person will work with city staff on a regular basis to collect and share necessary information with the public in all fashions.

ESSENTIAL DUTIES AND RESPONSIBILITIES

This list of duties and responsibilities is not all inclusive and may be expanded to include other duties and responsibilities, as management may deem necessary.

- Performs writing, editing, designing, format, and production of materials used for public information, public relations, marketing and promotion; reviews all external communications initiatives and provides copy for Public Relations and Communications Manager to review and approve.
- Helps to monitor media coverage regarding city-related topics.
- Performs production duties including camera operation, technical direction, directing field and studio productions, photography, research, interviews, and program editing.
- Facilitates the operation of cameras, audio equipment, lighting, and support services for other City related presentations.
- Assists in maintaining video production equipment and facilities which includes checking equipment out to volunteers under the supervision of the coordinator.
- Works with all departments within city as well as many local organizations on a regular basis to schedule and plan for editorials, informational postings, filming events, meetings and special video/audio requests.
- Maintaining a clean and safe working environment in many working locations including White Memorial Building TV station, City Hall Community room and Control room, WUSD main office filming quarters, Whitewater Technology Park Building, local parks and all other filming locations.
- Brainstorming, research, interviews, photography, advertising, editing, programming may all be incorporated in day to day projects.

- Attends weekly meetings with supervisor and staff members. Availability by phone, text, or email to communicate with supervisor throughout the week (based on individual schedules) is necessary and expected.

ADDITIONAL DUTIES AND RESPONSIBILITIES

- Assists in maintaining the community calendar of events to be broadcast or shared.

SUPERVISION RECEIVED AND/OR EXERCISED

- Supervised by PR & Communications Manager
- Works with assistance and some direction of the Media Coordinator, as needed.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

- The Media Intern should have a working knowledge of digital video and audio/visual equipment. If not, the desire to learn new skills involving camera operations and adapt to an evolving industry.
- Knowledge of PC based computer systems and social media platforms. This may include the use of Word, Excel, PowerPoint, Vegas, Leightonix, Tricaster, Black Magic, Zoom, Go2Meeting, Facebook, Instagram, Twitter, Google Docs, Vimeo, PowerPoint and more.
- Works independently under light supervision with strict deadlines to complete filming, editing and writing tasks. This will include setting up and tearing down of a filming event and running the show including working with others to set up media for meetings and events. This will also include researching and writing editorials or preparing graphics and posts to share on city social media platforms as needed with possible strict deadlines.

Language Skills

- Ability to analyze data and information using established criteria, in order to determine consequences and to identify and select alternatives. Ability to compare, count, differentiate, measure, copy, record and transcribe data and information. Ability to classify, compute, tabulate, and categorize data.
- Ability to persuade, convince, and/or train others.
- Ability to communicate orally and in writing with City personnel, Department personnel and City residents. This may be done in email, by phone, or in person.

Mathematical Skills

- Ability to calculate percentages, fractions, decimals, volumes, ratios, present values, and spatial relationships.

Reasoning Ability

- Ability to exercise the judgment, decisiveness and creativity required in situations involving the evaluation of information against sensory and/or judgmental criteria.
- Ability to work well under pressure and handle stressful situations, to organize work and set priorities, managing time and resources to meet deadlines and changing demands within the entire operation of administrative services, perform duties with a minimum of supervision.

Other Qualifications

- Have, or have the ability to obtain, a Wisconsin Driver's License as driving is a necessity to and from filming events. Equipment will need to be transported to events.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is frequently required to sit and talk or hear. The employee is required to walk; use hands to finger, handle, or operate objects, tools, or controls; and reach with hands and arms.

- Specific vision abilities required by this job include close vision, ability to adjust focus, and the ability to sustain prolonged visual concentration.
- Requires the ability to operate, maneuver and or provide simple but continuous adjustment on equipment, machinery and tools such as computer and other office machines, and or materials used in performing essential functions.
- Ability to coordinate eyes, hands, feet and limbs in performing slightly skilled movements such as typing and to operate various pieces of office equipment.
- Ability to recognize and identify degrees of similarities and differences between characteristics of colors, shapes and textures associated with job-related objects, materials and tasks.
- The employee must exert light physical effort in sedentary to light work, occasionally involving lifting, carrying, pushing, pulling, crouching, crawling, kneeling, stooping and or moving up to 40 pounds. This will include cameras, lights, tri-pods, cords, speakers, microphones and other miscellaneous equipment for filming.
- Attendance at night and weekend meetings and events will be required and is majority of work time. Schedules will vary week to week based on meetings and events to film, edit and program. Flexibility is a must and is worked out with manager. Travel to off-site locations will be required.
- Willing and able to travel to locations for news worthy stories, take photos for publication.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The noise level in the work environment is moderately quiet for most situations including filming, editing and programming. At times, events may be noisy or loud (parades, concerts. Etc.)
- Ability to work under generally safe and comfortable conditions where exposure to environmental factors such as repetitive computer keyboard use, irate individuals and intimidation may cause discomfort and poses limited risk of injury.
- Often working alone under light supervision. Many events are filmed and edited by one person but larger events may require the work of multiple staff. Must have the ability to work well with others, adapt to changes quickly, work under pressure and strict deadlines, interact with the community and those you may not have met before along with working alone. This position is very diverse from day to day and project to project.

The City of Whitewater is an Equal Employment Opportunity. In compliance with the American with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

SELECTION GUIDELINES

- Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.
- Nothing in this job description reflects management's right to assign or reassign duties and responsibilities to this job at any time. The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.
- The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Employee Acknowledgement: _____ Date: _____

The above statements reflect the general details necessary to describe the principle functions of the occupation described and shall not be construed as a detailed description of all the work requirements that may be inherent in the occupation.

Supervisor

Date

Department Head

Date

Human Resources

Date

City Manager

Date