



THE UNIVERSITY OF NORTH CAROLINA WILMINGTON

## Multi-Media Technician *Competency Profile*

### DESCRIPTION OF WORK:

Positions in this banded class provide technical work in the operation, maintenance and production of a wide variety of audiovisual equipment and materials. Duties include transporting, setting up and operating audiovisual equipment in conjunction with meetings, events, conferences, classroom instruction sessions, and management seminars; preparing for and performing videotape viewing and recording of classroom seminars and clinical settings; maintaining equipment inventory and checkout; and minor equipment troubleshooting/maintenance such as cleaning monitors and lenses, changing batteries and light bulbs. Positions also instruct users in the selection, use, and design of audiovisual materials, and assist them in the preparation of instructional materials and presentations, which may include providing photography and graphics for visual presentations. Work may require scheduling facility and equipment usage and ensuring accuracy in the production aspects of a variety of visual and audio sources and providing training for staff and faculty in equipment operation.

Competencies	Definition
Knowledge – Technical	Possesses a designated level of technical skill or knowledge in audiovisual equipment operation and maintenance and media production techniques and the ability to keep up with current developments and trends in area of expertise.
Creativity	Ability to translate concepts into media products using artistic techniques and talents.
Instruction	Ability to instruct and train staff and faculty by providing information, including appropriate procedures, practices and/or the operation of equipment.
Communications	Presents information to individuals or groups suited to the characteristics and needs of the audience. This includes alternative ways to inform and entertain via written oral and visual media.
Planning and Organizing Work	Develops plans to accomplish work operations and objectives. Arranges and assigns work for the efficient use of resources. Plans, organizes and presents ideas effectively in a variety of media.

### **ROLE DESCRIPTIONS BY COMPETENCY LEVEL**

Contributing	Journey	Advanced
Positions at this level perform basic level work utilizing, maintaining, and producing a variety of audiovisual equipment and materials. Work includes working with departmental or institutional staff in determining the appropriate audiovisual equipment or visual aids to be used in presentations and classroom settings.	Positions at this level perform more complex technical work in the operation, maintenance, and production of a wide range of audiovisual equipment and materials. Positions at this level discuss production needs with the client, establish priorities for work assignments, and exercise creativity and artistic techniques in the production of the client needs.	See Journey level

HR Form Note: This is a generalized representation of positions in this class and is not intended to reflect essential functions per ADA. Examples of competencies are typical of the majority of positions, but may not be applicable to all positions.

<b>Competency</b>	<b>Contributing</b>	<b>Journey</b>	<b>Advanced</b>
<p><b>Knowledge – Technical</b> - Possesses a designated level of technical skill or knowledge in audiovisual equipment operation and maintenance and media production techniques and the ability to keep up with current developments and trends in area of expertise.</p>	<p>Basic knowledge of operation and maintenance of audiovisual equipment.</p> <p>Basic knowledge of media production techniques, which encompasses knowledge of artistic media.</p>	<p>Thorough knowledge of audiovisual equipment operation and maintenance.</p> <p>Thorough knowledge of media production techniques, which includes photographic and artistic media</p>	<p>See Journey level</p>
<p><b>Creativity</b> - Ability to translate concepts into media products using artistic techniques and talents.</p>	<p>Develops artistic presentations from verbal or written instructions using creative skills and abilities.</p>	<p>Exercises creative judgment in deciding upon the audio and visual format and approach using a wide range of audiovisual materials.</p> <p>Executes production techniques and procedures that are rather sophisticated and requires artistic discretion in material presentation.</p>	<p>See Journey level</p>
<p><b>Instruction</b> - Ability to instruct and train staff and faculty by providing information, including appropriate procedures, practices and/or the operation of equipment.</p>	<p>Instructs staff in the basic operation of audiovisual equipment.</p>	<p>Provides detailed instruction to staff/clients on the use of a wide variety of audiovisual equipment and the actual production techniques.</p>	<p>See Journey level</p>

<b>Competency</b>	<b>Contributing</b>	<b>Journey</b>	<b>Advanced</b>
<p><b>Communications</b> - Presents information to individuals or groups suited to the characteristics and needs of the audience. This includes alternative ways to inform and entertain via written oral and visual media.</p>	<p>Conveys basic technical information and artistic concepts verbally and in writing to department staff members and educational personnel.</p> <p>Presents ideas effectively through various types of media.</p>	<p>Conveys advanced technical information and artistic concepts verbally and in writing to a wide variety of clients.</p> <p>Presents ideas effectively through a wide variety of media.</p>	<p>See Journey level</p>
<b>Competency</b>	<b>Contributing</b>	<b>Journey</b>	<b>Advanced</b>
<p><b>Planning and Organizing Work - Develops</b> plans to accomplish work operations and objectives. Arranges and assigns work for the efficient use of resources. Plans, organizes and presents ideas effectively in a variety of media.</p>	<p>Plans and prioritizes work assignments of a limited scope to ensure timely completion of requested services.</p> <p>Organizes and shelves instructional materials and audiovisual equipment according to predetermined plan and maintains accurate inventory control system on all equipment and educational materials.</p> <p>Coordinates the scheduling of facility and equipment usage.</p>	<p>Plans and prioritizes work assignments of a broad scope to ensure timely completion of a wide variety of requested services.</p> <p>Develops and maintains an inventory control system on all equipment and materials and recommends purchase of training equipment and materials.</p> <p>May arrange and assign work to student workers to ensure the efficient use of resources.</p>	<p>See Journey level</p>
<p><b>Training and Education</b></p>	<p>Minimum Training and Education at the entry level: completion of high school and one year of experience in audiovisual equipment operation and maintenance, graphic design and/or photography, or an equivalent combination of education and experience.</p> <p>Diplomas or degrees must be received from appropriately accredited institutions.</p>		