



JOB TITLE: PUBLIC INFORMATION TECHNICIAN/PHOTOGRAPHER

Classification: Classified
Salary Range: 29

Retirement Type: PERS*
Board Approved: March 20, 2000

BASIC FUNCTION:

Under the direction of the Director of Public Information, perform skilled photographic duties related to the production and processing of photographs for promotional and instructional support purposes; operate variety of cameras and specialized and technical photographic equipment; assist in the preparation and dissemination of promotional materials for the college including, designing and producing items such as flyers, posters, programs and brochures.

REPRESENTATIVE DUTIES:

Receive and evaluate production requests and determine appropriate approach, camera format, lighting and film type.

Prepare, process and produce photographs for promotional and instructional support purposes such as catalogs, brochures, newspapers, schedule of courses and other official college publications.

Photograph campus activities and events; attend and photograph football games and other sports activities; perform studio and location photography on and off campus.

Process and develop various types of film to produce black and white and color slides, reductions and enlargements of positive and negative images.

Consult with faculty, administrators and other District personnel regarding production requests; provide technical expertise regarding photographic concepts, techniques and approaches.

Prepare and maintain a variety of records, logs and reports related to job scheduling, equipment repair, materials usage, production and budget status.

Provide input to the budget for departmental supplies and equipment; maintain production records and monitor expenditures to assure cost-effectiveness.

Inspect completed photography to assure quality production; schedule work and establish priorities to meet time requirements.

Monitor, adjust, maintain and test equipment used in photographic production and processing; diagnose equipment malfunctions and perform minor repairs as needed, and arranges for outside repairs as needed.

Design, layout, paste-up, and produce camera-ready art work for programs, posters, brochures and other materials utilizing word processing and desk top publishing software.

Assist with information gathering and dissemination of news releases and public service announcements for the College.

Assist in the design and distribution of flyers and posters.

Assist with arrangements for media coverage of District events; create ad layout as necessary.

Interface with various on-campus divisions and outside vendors to ensure materials are printed and published in a timely manner.

Gather and obtain sport statistics and related information from team coaches for publication in community newspapers and campus brochures.

In the absence of the Director, may be responsible for referring press to other campus offices.

Perform related duties as assigned.

JOB QUALIFICATIONS:

Education and Experience:

Any combination equivalent to: two years college-level course work with specialized training in photography, public information or related field and two years experience in photographic production. Must have published black and white photographs in a publication of general circulation.

Experience in design, layout, paste-up and production of camera-ready artwork for programs, posters, brochures and other materials utilizing worked processing and desk top publishing highly desirable.

OTHER QUALIFICATIONS:

Knowledge/Areas of Expertise:

Photographic principles, techniques and procedures.

Artistic and technical elements of photography.

Methods, equipment and materials used in photographic processing and production.

Operation and basic maintenance and repair of assigned cameras, lights and technical film processing equipment.

Techniques of developing slides and photographs.

Safety regulations and procedures involved in the use of processing solutions and chemicals.

Computer hardware and software related to word processing and desk top publishing.

Graphic art, layout and design for brochures, newsletters, flyers and posters.

Oral and written communication skills.

Record-keeping techniques.

Technical aspects of field of specialty.

Interpersonal skills using tact, patience and courtesy.

Abilities/Skills:

Perform skilled photographic duties related to the production and processing of photographs for promotional and instructional support purposes.

Operate a variety of cameras and specialized and technical equipment.

Prepare, process and produce photographs for promotional and instructional support purposes including catalogs, brochures, newspapers, schedule of courses and other official college publications.

Consult with district personnel regarding production requests and determine appropriate photographic method and approaches.

Assist in the preparation and dissemination of promotional materials including designing and producing items such as flyers, posters, newsletters and brochures.

Operate a personal computer and related equipment including desk top publishing.

Design effective layouts for promotional materials.

Learn and apply Division purpose and objectives.

Develop budget projections and monitor expenditures.
Plan and organize work.
Complete work with many interruptions.
Work independently with little direction.
Establish and maintain a cooperative and effective working relationships with others.
Train and oversee the work of casual, student workers and new staff members necessary.
Perform work during night and weekend hours as required.
Ability to lift up to 25 lbs.

Licenses or Other Requirements:

Valid California driver's license.

WORKING CONDITIONS:

Exposed to various weather conditions.
Exposed to various chemicals, solvents and odors.
Occasionally bending and lifting various materials.
Prolonged periods of standing, bending, leaning and sitting.
Frequently moves from one work area to another.
Days and hours may vary.
Additional hours may be required.

* Previous employment performed in a different public retirement system may allow eligibility to continue in the same retirement system.