

# Classification Description



**Title:** Video and Photography Technician  
**Department:** Zoo  
**Job Code:** 0639  
**Pay Grade:** 16  
**FLSA Status:** Exempt

**Bargaining Unit:** AFSCME 3580  
**Established:**  
**Revised:** 2007, 12/15, 8/24  
**EEO Category:** Technicians

## CLASSIFICATION DESCRIPTION

Creates, coordinates, and oversees production of quality photographs and video of people, special events, animals, and exhibits, for use in various public relations, interpretive, and marketing functions. Tells the stories of the Oregon Zoo's animal care and wildlife conservation programs. Independently organizes projects and produces a range of multimedia products. Works closely with department leaders, professional staff, and contractors. As the zoo's visual multimedia expert, guides and instructs professional staff and represents the zoo in public settings. Reports to the department communications director and serves on the communications team.

## DISTINGUISHING FEATURES

The Video and Photography Technician is a distinct classification that independently performs multimedia production assignments for a range of informational and communication purposes.

## DUTIES AND RESPONSIBILITIES

1. Develops engaging quality multimedia content that is shareable across various paid, owned and earned media channels, including Oregon Zoo and other Metro websites, advertising, interpretive displays, print and broadcast news, and advances social media strategies on platforms such as Facebook, Instagram, X/Twitter and TikTok.
2. Produces photographs and videos based on requests from various departments.
3. Photographs special events, activities and wildlife recovery efforts that have promotional, historical or other value.
4. Produces content for communications, marketing, events/catering, animal care, and various departments (includes photos, audio, and video). Researches subject matter and project objectives, shoots, selects, edits, captions and catalogs photo and video content, meets with multiple stakeholders, ensures content supports the communications strategy and meets accessibility standards.
5. Creates content that represents and resonates with the diverse audiences of greater Portland. Helps execute a unified messaging strategy, with the goal of establishing and maintaining a strong, consistent, united voice for conservation.
6. Creates filmed material to communicate department-specific messaging and generate awareness of zoo programs in the community; identifies opportunities for new interactive content.
7. Creates visual content that informs, compels, and influences the audience to take an action; edits processed films for desirable results.

8. Consistently delivers zoo messaging in a visual format; works directly with department leadership, program staff and contractors to develop stories for long-form and short format film and video content.
9. Oversees/determines use of outside service photo labs.
10. Manages photo and video archive. Assists staff in locating images in outside publications to match project requirements.
11. Maintains photographic equipment.
12. Installs, maintains and repairs closed circuit video systems.
13. Oversees photography budget. Purchases supplies and equipment.
14. Oversees and coordinates the work of photography volunteers and interns.
15. Attends meetings; provides input and recommendations related to strategic planning, marketing, and public relations.
16. Represents communications department at community events and routinely provides input to communications management that informs how the department administers its work.
17. Initiates and coordinates ongoing process improvement for production and editorial needs to drive and identify cost efficiencies for A/V equipment purchases.

It is the responsibility of all Metro employees to:

1. Actively participates on committees and/or attends meetings as assigned.
2. Fulfills Metro's core values of public service, excellence, teamwork, respect, innovation and sustainability.
  - Builds and maintains positive relationships and contributes to a positive team atmosphere; engages others in ways that foster respect and trust.
  - Encourages and appreciates diversity in people and ideas – seeks to understand the perspectives of others.
  - Provides excellent customer service – assists the public, public officials and agency partners, and other employees in a professional and courteous manner with the goal of meeting or exceeding expectations.
  - Practices continuous improvement - researches new possibilities, contributes ideas and stays current in field of work.
  - Demonstrates sustainable practices in applicable field and generally for resource use and protection.
  - Works assigned schedule (if applicable) and exhibits regular and predictable attendance.
  - Works in a safe manner and follows safety policies, practices and procedures.
  - Complies with Metro and Metro's visitor venues policies, procedures and applicable work rules; applicable law and collective bargaining agreements as appropriate.
3. Performs assigned duties during an emergency situation.
4. Performs other duties as assigned.

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## JOB SPECIFICATIONS

### Education/Licensing and Work Experience:

- Associate's degree in photography or video production, and
- Two years of experience involving video production, portraiture, public relations, animals and still life photography, or
- Any combination of experience, education and training which provides the equivalent scope of knowledge, skills and abilities necessary to perform the essential job duties.

### Knowledge, Skills and Abilities:

- Knowledge of technical lighting principles.
- Knowledge of technical photographic principles.
- Skill in the operation of darkroom equipment to produce quality negatives and prints.
- Skill in the operation of various camera systems.
- Skill in the operation of video systems.
- Ability to direct staff and interns to aid in the production of images.
- Ability to write captions and copy related to photographs and video.
- Ability to maintain confidentiality.
- Ability to maintain effective working relationships.
- Ability to perform essential duties and responsibilities.
- Ability to perform (with or without a reasonable accommodation) the physical demands in the work environment and operate the tools and equipment.
- Ability to successfully pass the background check and screening requirements if required for the position.
- Ability to possess a current driver's license and driving record sufficient to be insured by Metro insurance carrier if required for the position.

### SUPERVISION RECEIVED

- Supervision is received from assigned Supervisor or Manager.

### SUPERVISION EXERCISED

- None. May provide guidance and coaching to new or less experienced employees.

### TOOLS AND EQUIPMENT USED; PROTECTIVE CLOTHING

- Photography and video equipment.

### WORK ENVIRONMENT

- Requires frequent or continuous standing, walking, talking, reaching, bending, grasping, handling, lifting and carrying up to 20 pounds and good general hearing and vision.
- Requires occasional stooping, fingering, sitting, kneeling and climbing.
- Work indoors and outdoors in inclement weather conditions.

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*The classification description indicates the general nature and level of work of positions grouped within this classification; it is not intended to be a comprehensive inventory of all duties and responsibilities, job specifications, work environment or other characteristics of a specific position. The classification description is not an employment agreement between the employee and Metro or Metro's visitor venues and is subject to change by Metro. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential duties.*