The AV Coordinator is the principal contact and technical advisor for all audio-visual (AV) arrangements and services at SFU’s Big Data Hub. The AV Coordinator oversees and coordinates AV services and technical staff; provides technical consultation, advice and guidance to clients; provides oversight in the technical troubleshooting of AV and video-conferencing hardware and software; coordinates the resolution of malfunctions and operational problems; and supervises technical support staff. As a member of the event team, the Coordinator performs a critical role in the successful delivery of events that enhance the visibility and reputation of the Hub and KEY, SFU’s Big Data Initiative.

1. Oversees and coordinates audio-visual (AV) services and technical staff by:
   - Consulting with internal and external clients to understand their event objectives and target audiences.
   - Recommending and implementing AV solutions to meet the client’s needs.
   - Coordinating the delivery of AV services for event/meeting rooms and computing labs.
   - Provides onsite AV support on event day.
   - Supervising a team of technical support staff.
   - Conducting demos of the Hub’s AV equipment for existing clients pre-event, and for potential clients.
   - Records client requests, event specifications, and special requirements with regard to AV in the event booking database.
   - Liaises with AV Services and Meeting Events and Conference Services (MECS) to secure additional equipment to support the client’s event, as requested.
   - Liaises with the AV Operational Lead to ensure adequate additional AV support is onsite for events.
   - Sets up teleconferencing and videoconferencing for events (i.e., BlueJeans, Vidyo, etc.). Performs pre-event checks to ensure the smooth provisioning of service. Troubleshoots any issues that arise pre-event and during event.
   - Briefs presenters and/or event organizers on collaboration technology, presentation, webcasting, and recording procedures of the Hub.
   - Records and broadcasts presentations, conferences and other events by using live streaming technology (hardware and software) to make presentations available to geographically remote audiences and to provide service to the Hub’s partners/clients.
   - Evaluating the success of events and preparing reports with recommendations to the Supervisors to improve efficiencies in the planning and delivery of AV services for future events in the Hub.
   - Developing, writing content for, and maintaining guides and training materials for AV technicians.
   - Recording, assembling, and editing recorded presentations to specifications to provide video product service to clients.
   - Adhering to SFU and KEY brand and language guidelines; and complying with copyright and licensing laws, and industry codes of conduct and/or standards.
   - Uploading final video products to the Hub’s YouTube channel.

2. Troubleshoots audio and/or video problems in the facility and resolves AV service problems by:
   - Clarifying the client’s issues and determining the cause of the problem; selecting and explaining the best solution to solve the problem; expediting correction or adjustment; and following up to ensure a timely resolution.
   - Examining and testing equipment and its constituent components to identify and fix the issue, and/or reconfigure equipment to remedy equipment-related production problems.
   - Liaising with AV Services Tier 2 support to help resolve more complex AV issues.

3. Performs a critical role in the successful delivery of events that enhance the visibility and reputation of the Hub and KEY, SFU’s Big Data Initiative by:
   - Contributing to the event briefs of all major and minor events held in the Hub.
   - Defining and implementing timelines, resources, and processes to set up AV infrastructure that meets the client’s expectations and maintains high standards of service.
   - Briefing the Hub’s events team on AV set-ups and requirements.
Provides for the care and safekeeping of video and audio master files from events by:

- Cataloguing completed presentations and maintaining proper backups.
- Maintaining the currency of videos on the Hub’s YouTube channel.
- Archiving videos or tag videos to be featured in accordance with University Communications best practices, and to advance the reputation and visibility of KEY.

Maintains work areas and audio/video equipment by:

- Storing equipment, materials, and other AV supplies in their assigned places.
- Keeping the AV equipment in all Hub rooms production-ready at all times and ensuring equipment is available for use or stored in a production-ready state.
- Examining and testing equipment, and adjusting or submitting for repair, as appropriate.
- Maintaining an inventory of current AV equipment in the Hub, including condition of equipment.

Supports the AV Integration Coordinator and the AV Technical Lead on AV upgrades and renewals in the Hub by:

- Providing background information (i.e., usage information, technical specifications, etc.) to help determine the prioritization of renewal/upgrade projects, and participating in the completion where relevant.

Monitors changes in audio/video technology by:

- Researching the web; attending workshops, seminars and courses; reading trade periodicals; visiting other production facilities; and participating in work/user groups, etc., to remain current in the field and upgrade skills.

Attends staff meetings, event coordination meetings, and other ad hoc meetings.

**IMPACT OF DECISION MAKING**

Makes decisions regarding the timely and successful execution of a variety of audio-visual solutions for high-profile internal and external client events which have a direct impact on the reputation of the University. Determines the appropriate approach, hardware/software, and/or tool to meet the client’s AV needs. Defines timelines, resources, and processes.

**RELATIONSHIPS**

Establishes and maintains relationships with peers and contacts with access to information and to key business partners. Shares information and advice on how to get things done and who to involve.

**Supervisory**

Direct reports: up to five

Supervises staff by providing guidance and mentorship, ensuring the appropriateness and currency of job responsibilities, initiating recruitment for temporary and continuing staff, hiring staff, providing or directing the provision of training and development, evaluating performance, approving leaves of absence, and responding to grievances.

**Primary Working Relationships**

**Internal Connections** - VPR and IT Services/AV management and staff; internal Hub clients (including senior management, faculty members, departmental staff, and students of the University), University Communications, and Creative Studios. Consults and collaborates with IT Services AV staff, as well as other university colleagues (e.g., IT Services Desktop Support, KEY’s Communication Team etc.), regarding potential solutions to technical and production problems, such as poor sound quality, difficult recording environments, or network or procedural issues to help resolve problems.

**External Connections** - External Hub clients including industry partners, government agencies, not-for-profits, other universities and institutions, etc., and audio-visual vendors.

Initial Effective Date: November 3, 2017
Latest Revision Date:
QUALIFICATIONS
Two year diploma in Audio-Visual Technology, or a related technical discipline, and two years of related experience providing AV technology support for integrated hardware and high profile events, or an equivalent combination of education, training, and experience.

- Excellent knowledge of audience engagement requirements on a wide range of events with a good knowledge of industry practice.
- Excellent knowledge of collaboration, broadcasting and recording technologies, and associated best practices.
- Excellent knowledge of new media software applications (e.g., Final Cut Pro, Adobe Creative Suite etc.).
- Excellent technical knowledge of audio and video switching, audio and video signal flows, supporting video conferencing hardware and software such as BlueJeans, Skype, and H323 video conferencing in a client-focused environment and live streaming technology.
- Good knowledge of university policies and procedures.
- Good knowledge of, and ability to interpret and apply media/copyright law and related industry codes of conduct.
- Excellent customer service skills with the ability to build and maintain positive relationships with clients and suppliers, both internal and external to the university.
- Excellent problem-solving, conflict resolution, interpersonal and communication skills (verbal, written, and presentation).
- Excellent organizational, planning, and project coordination skills.
- Excellent time management skills, including the ability to schedule and manage the AV requirements of multiple events concurrently.
- Excellent supervisory skills.
- Excellent attention to detail.
- Ability to identify, assess, and understand client needs and offer corresponding AV solutions.
- Ability to provide advice and guidance to clients, including the ability to communicate complex and/or technical issues to non-specialists.
- Ability to exercise a high level of diplomacy, tact, confidentiality, and discretion in both internal/external client and stakeholder interactions.
- Ability to work independently and as part of a team, in a fast-paced environment and meet firm deadlines.
- Proficient in the use administrative, project management, database, and event bookings systems.
- Proficient in the use of word processing, spreadsheet, presentation, and collaboration applications (e.g. Word, Excel, PowerPoint, Slack etc.).