

SCHOOL DISTRICT OF SARASOTA COUNTY

JOB DESCRIPTION

CABLE AND DIGITAL PRODUCTION SPECIALIST (HEAD PRODUCER)

SALARY SCHEDULE: SSP12

COST CENTER: OFFICE OF COMMUNITY AFFAIRS AND PUBLIC INFORMATION/PALS

QUALIFICATIONS:

- (1) Bachelor's Degree from an accredited educational institution in Communications, Broadcast Television Production, Film Production, or related major field; and/or
- (2) Minimum of four (4) years experience in Video Production and/or.
- (3) Minimum of four (4) years experience in Broadcasting or film.

KNOWLEDGE, SKILLS AND ABILITIES:

Broad knowledge and experience in Television/Film Production and or Broadcasting fields. Skills with various types of digital technology hardware and software related to media. Possess computer skills in both Apple and PC operating systems; some television/cable programming experience. Knowledge of current copyright laws for cable broadcasting, internet and music licensing. Ability to plan, organize and prioritize activities related to assignments and scheduling. Ability to script, produce, videotape, edit and complete, on time, original cable programs. Ability to communicate effectively, both orally and in writing, with staff, students and clients.

REPORTS TO:

Manager, Cable Broadcasting and Digital Production

JOB GOAL

To produce original programming for 24-hour-a-day, 7-days-a-week cable channels, internet and Educational Broadband Services (EBS); coordinate the internship program; assist with community outreach and marketing of the channel and facility; operate and troubleshoot the cable broadcast and production equipment and facility; provides information useful to students, families, community and the school district.

SUPERVISES:

N/A

PERFORMANCE RESPONSIBILITIES:

- *(1) Communicate with team members to provide highest quality of programs.
- *(2) Collaborate with team members for interesting and informative programs.
- *(3) Monitor equipment condition and requisition repairs as needed.
- *(4) Edit video on nonlinear equipment.
- *(5) Computerize routers to facilitate distribution of programs.
- *(6) Monitor program links to ascertain appropriate distribution time.
- *(7) Digitize up to twenty-four (24) hours of programs, create playback blocks for each of those programs and place in playback groups for constant programming.
- *(8) Keep the Manager up-to-date on cable presentations and concerns.
- *(9) Demonstrate initiative in the performance of assigned responsibilities.
- *(10) Shoot, edit and create original programs, instructional video, and graphics for programming on the cable channels, EBS, and internet including events and activities of the District as directed.
- *(11) Collaborate with SCTI Digital Video Production instructors and students.
- *(12) Supervise the internship program.

ITFS CABLE PROGRAM SPECIALIST (Continued)

- * (13) Collaborate with team members for informative and entertaining programs.
- * (14) Produce promotional spots for the channels related to programming, public service announcements and District events.
- * (15) Assist in the programming and live broadcast of satellite transmission, teleconferencing, video conferencing, two-way distance education production, programming and distribution.
- * (16) Keep the Manager up-to-date on cable programs, issues and concerns.
- * (17) Assist in digitizing and scheduling programming in the computerized cable channel scheduling system.
- * (18) Assist the manager in designing marketing plan and distribution of marketing materials.
- * (19) Assist the manager in researching customer needs and creating a programming plan to fulfill the cable strategic plan.
- * (20) Assist the manager in community outreach, presentations and building viewership.
- * (21) Demonstrate initiative in the performance of assigned responsibilities.
- * (22) Model and maintain high ethical standards.
- * (23) Follow attendance, punctuality and proper dress rules.
- * (24) Maintain confidentiality regarding school matters.
- * (25) Maintain positive relationships with staff and vendors.
- * (26) Participate in workshops and training sessions as required.
- * (27) Communicate effectively with staff and vendors.
- * (28) Respond to inquiries or concerns in a timely manner.
- * (29) Prepare all required reports and maintain appropriate records.
- * (30) Follow all School Board policies, rules and regulations.
- * (31) Exhibit interpersonal skills to work as an effective team member.
- * (32) Demonstrate support for the School District and its goals and priorities.
- (33) Perform other incidental tasks consistent with the goals and objectives of this position.

PHYSICAL REQUIREMENTS:

Medium Work: Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently and/or up to 10 pounds of force as needed to move objects.

TERMS OF EMPLOYMENT:

Salary and benefits shall be paid consistent with the District's approved compensation plan.

Length of the work year and hours of employment shall be those established by the District.

EVALUATION:

Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

Job Description Supplement No. 12

*Essential Performance Responsibilities