

**SCHOOL DISTRICT OF SARASOTA COUNTY  
JOB DESCRIPTION**

**MANAGER, BROADCAST AND PRODUCTION**

**SALARY SCHEDULE: ADMINISTRATIVE – G**

**COST CENTER: OFFICE OF COMMUNICATIONS AND COMMUNITY RELATIONS (9075)**

**QUALIFICATIONS:**

1. Bachelor's Degree from an accredited educational institution in Mass Communications / Film Production or Television / Cable Broadcasting or equivalent work experience
2. Minimum of three (3) years professional experience in television, video or film production, preferred educational and instructional development background.
3. Minimum of two (2) years experience in a supervisory or managerial capacity.
4. Experience in a broadcast medium with appropriate pressure and deadlines.
5. Working knowledge of digital communications and multi-platform communications strategies.

**KNOWLEDGE, SKILLS AND ABILITIES:**

Knowledge of television scheduling. Knowledge and experience in administration, instruction, television production and public relations / community outreach. Knowledge and experience in coordinating logistics of all phases of production, including setting up, coordination of crews, script writing, supervising the editing process and scheduling. Knowledge of digital industry trends and platforms required. Ability to respond to technical problems twenty-four (24) hours a day. Ability to plan, organize and prioritize activities. Demonstrated administrative experience in the public or private sector. Ability to communicate effectively, both orally and in writing.

**REPORTS TO:**

Director, Communications and Community Relations

**JOB GOAL**

To articulate a vision, strategic plan and operational protocols for the District's broadcasting and production in cooperation with School District leadership.

**SUPERVISES:**

Assigned Cable Broadcasting and Digital Production Staff

**PERFORMANCE RESPONSIBILITIES:**

- \*1. Supervise all production and post-production staff, including hiring, training and professional development.
- \*2. Manage all broadcast channels, including cable and digital-based networks.
- \*3. Conceive and produce all long-form marketing videos and other digital content as assigned.
- \*4. Secure and manage 3<sup>rd</sup> party vendors providing licensed content, equipment, etc.
- \*5. Serve as director and producer for all original productions, including the broadcast of School Board meetings, Digital Town Hall meetings and others.
- \*6. Manage the school district's production studio, including assessing and implementing studio rentals.
- \*7. Oversee all technical operations of broadcast channels.
- \*8. Create teachable moments and serve as a mentor to STC and school district students to learn about broadcast and digital production.

**MANAGER, CABLE BROADCASTING & DIGITAL VIDEO PRODUCTION** continued

- \*9. Collaborate with the communications team to develop innovative ideas for brand integration and content across platforms.
- \*10. Research and assess additional broadcast options beyond cable.
- \*11. Ensure compliance for all laws and regulation pertaining to broadcast networks, including closed captioning.
- \*12. Every Sarasota County Schools employee has emergency response responsibilities, though not every position will require routine assignments during an emergency event. All employees are subject to recall around the clock for emergency response operations, which may require irregular work hours, work at locations other than the normal work location, and may include duties other than those specified in the employee's official job description. Assignments in support of emergency operations may be extensive in nature, with little advance notice, and may require employees to relocate to emergency sites with physically and operationally challenging conditions.
- \*13. Sustained focus and attention to detail for extended periods of time.
- 14. Perform other incidental tasks consistent with the goals and objectives of this position.

**PHYSICAL REQUIREMENTS:**

Light Work: Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force as frequently 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. 07**

\*Essential Performance Responsibilities

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