

SCHOOL DISTRICT OF SARASOTA COUNTY

JOB DESCRIPTION

CABLE AND DIGITAL PRODUCTION SPECIALIST (PRODUCER/VIDEOGRAPHER/EDITOR)

SALARY SCHEDULE: SSP12

COST CENTER: COMMUNICATIONS AND COMMUNITY RELATIONS DEPARTMENT (9075)

QUALIFICATIONS:

- (1) High School Diploma or equivalent; and,
- (2) Satisfactory completion of advanced work in video or film production at a technical school or community college; and/or,
- (3) Bachelor's Degree from an accredited educational institution in Broadcast Television, Mass Communication, Film Production or a related major; and/or
- (4) Minimum of four (4) years experience in video-television production with at least three (3) years experience using non-linear editing software.

KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge and experience in television/film production and/or broadcasting fields. Ability to script, produce, videotape, edit and complete on time, original cable programming, instructional programming, and internet video. Skills with various types of digital technology hardware and software related to media. Possess computer skills in both Apple and PC operating systems. Knowledge of current copyright laws for cable broadcasting, internet and music licensing. Ability to follow written and oral instructions. Ability to plan, analyze, organize and prioritize activities. Ability to communicate effectively, both orally and in writing.

REPORTS TO:

Manager, Cable Broadcasting and Digital Production

JOB GOAL

To assist in maintaining the on-air signal and programs, produce original programming for 24-hour-a-day, 7-days-a-week cable channels, internet, Educational Broadband Services (EBS), school board meetings and workshops, and instructional video, and troubleshoot the cable broadcast and production equipment

SUPERVISES:

N/A

PERFORMANCE RESPONSIBILITIES:

- * (1) Assist in operating and maintaining all cable and EBS equipment in the cost center.
- * (2) Shoot, edit and create original programs, instructional video and graphics for programming on cable channels, and internet including events and activities of the District as directed.
- * (3) Produce promotional spots for the channels related to programming, public service announcements and District events.
- * (4) Assist with the taping of School Board meetings and functions as needed as well as the live broadcast of School Board meetings and workshops.
- * (5) Provide training and guidance to production interns as needed.
- * (6) Assist in the programming and live broadcast of satellite transmission, teleconferencing, video conferencing, two-way distance education production, programming and distribution.
- * (7) Communicate project updates to supervisor and other project team members specific to each project.

INSTRUCTIONAL TELEVISION PRODUCTION SPECIALIST (Continued)

- * (8) Provide updates to the Manager on a weekly basis.
- * (9) Demonstrate initiative in the performance of assigned responsibilities.
- * (10) Provide for a safe and secure workplace.
- * (11) Model and maintain high ethical standards.
- * (12) Follow attendance, punctuality and proper dress rules.
- * (13) Maintain confidentiality regarding school matters.
- * (14) Maintain positive relationships with staff and vendors.
- * (15) Participate in workshops and training sessions as required.
- * (16) Communicate effectively with staff and vendors.
- * (17) Keep supervisor informed of potential problems or unusual events.
- * (18) Respond to inquiries or concerns in a timely manner.
- * (19) Prepare all required reports and maintain all appropriate records.
- * (20) Follow all School Board policies, rules and regulations.
- * (21) Exhibit interpersonal skills to work as an effective team member.
- * (22) Demonstrate support for the School District and its goals and priorities.
- (23) 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