EDUCATIONAL TELEVISION PRODUCER

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

DEFINITION

To organize, direct and participate in the production of programs for the Educational Television facility; to serve as producer, director and editor for Educational Television programs and contract productions; to supervise and schedule the television studio and editing facilities; to direct the work of production personnel to complete programs; and to perform a variety of technical tasks relative to assigned area of responsibility.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from the Manager, TV Production & Operations.

Exercises direct supervision over production staff.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS

Essential and other important responsibilities and duties may include, but are not limited to, the following:

**Essential Functions:**

1. Produce, direct, edit and/or supervise the production of college television programming including college telecourses, instructional modules, promotional videos and contract productions.

2. Direct television crews, instructors or actors in the studio or on location to complete instructional telecourses, promotional videos or outside agency contracted projects.

3. Plan and schedule the use of production facilities including studio, remote television control room and editing facilities; provide information and assistance to users.

4. Perform advanced programming of computerized editing system to edit final television programs.

5. Set up and operate a wide variety of broadcast quality television studio and remote production equipment including computer editors, cameras, computer graphics, digital switchers and effects generators, audio consoles and video tape machines; operate District vehicles to drive to remote production sites as required.
6. Serve as a technical and production consultant in the preparation of video and/or multimedia presentations; meet with college faculty or staff to plan, design, script and produce television programs.

7. Create computer graphics, multimedia segments and computer character generator titles for telecourses and promotions.

8. Select, train, motivate and evaluate production personnel including student production assistants, student interns and freelance production personnel; provide or coordinate staff training; work with employees to correct deficiencies; implement discipline and termination procedures.

9. Recommend and assist in the implementation of goals and objectives; establish schedules for providing various production services; implement policies and procedures.

10. Participate in the preparation and administration of the production budget; submit budget recommendations; monitor expenditures.

11. Establish and maintain vendor contracts for equipment research and purchase; negotiate and schedule contract work with outside production facilities, personnel and talent agencies.

12. Troubleshoot equipment problems; write equipment repair requests and coordinate equipment repairs with appropriate staff.

13. Develop, recommend and supervise procedures for radio and television instructional lab use of the educational television facilities.

**Marginal Functions:**

1. Order videotape, equipment and production supplies and maintain inventories; research and write proposals for equipment purchases and facility design.

2. Maintain awareness of new developments in the field of television production; incorporate new developments and elements into productions as appropriate.

3. Perform related duties and responsibilities as required.

**QUALIFICATIONS**

**Knowledge of:**

- Principles and practices of television productions and operations.
- Principles of supervision, training and performance evaluation.
- Basic procedures, methods and techniques of budget preparation and control.
- Recent developments related to television productions.
- Operations and procedures of computer editing.
- Principles and techniques of computer graphic design as it relates to television production.
- Technical operations of professional and broadcast level television production equipment.
- Principles of television engineering.
- Procedures and methods of script writing for broadcast.
- Modern office procedures, methods and equipment including computers.
- Pertinent Federal, State and local codes, laws and safety regulations.
Ability to:

Write and produce educational television programs for broadcast.
Supervise production operations of an educational television studio facility.
Direct and edit on-line video programs for broadcast.
Create video programs that effectively meet the instructional requirements of the college district.
Operate a wide variety of broadcast and professional production equipment.
Operate District vehicles in a safe and effective manner.
Supervise, organize, train and evaluate the work of technical personnel.
Recommend and implement goals and objectives.
Prepare and administer budgets.
Prepare and present proposals, budgets and reports to staff and outside agencies as required.
Operate office equipment including computers and supporting word processing and spreadsheet applications.
Communicate clearly and concisely, both orally and in writing.
Establish and maintain effective working relationships with those contacted in the course of work.
Maintain physical condition appropriate to the performance of assigned duties and responsibilities.

Experience and Training Guidelines
Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Four years of increasingly responsible experience in television production, direction and editing, including one year of supervisory or lead responsibility.

Training:

Equivalent to an Associate of Arts degree from an accredited college or university with major course work in communications, media, television production or a related field.

License or Certificate

Possession of, or ability to obtain, an appropriate, valid driver's license.

WORKING CONDITIONS

Environmental Conditions:

Indoor and outdoor environment; exposure to computer screens, electrical energy, radiant energy, moving objects/vehicles, inclement weather conditions.

Physical Conditions:

Essential and marginal functions may require maintaining physical condition necessary for walking, standing or sitting for prolonged periods of time; moderate or light lifting and carrying; operating motorized equipment.