

MAJOR FUNCTION

This is professional and technical work coordinating the research, creation, direction and production of television programs for the City's government access channel. This employee is responsible for creating and presenting the more controversial subject programs and assists the Station Manager in the day-to-day production and technical operation of the television station. Work is performed under the general supervision of the WCOT Station Manager with considerable latitude for creativity and the use of independent judgment. Work is reviewed through conferences, work product, reports, and observation of results obtained.

ESSENTIAL and OTHER IMPORTANT JOB DUTIES**Essential Duties**

Researches, writes, and edits script materials to produce quality television programs for the City's cable access station. Takes the lead in developing and presenting the more controversial subject programs using in-house resources or contracted production vendors. Coordinates and conducts pre-production sessions to plan effective use of resources to achieve air-ready video products. Prepares production progress reports. Originates ideas; schedules remote shoots, including performers and crews, and edits video productions. Works as a member of the communications team that writes for publications, special projects and initiatives, developing a positive image for the City, and marketing of City services. Acts as lead worker and assists the Station Manager in the day-to-day production and technical operation of the television station. Creates the monthly playback schedule. Provides technical guidance to other producers concerning creativity, script writing, talent, and production coordination. Selects, schedules, trains, and oversees the activities of temporary and college interns. Evaluates the knowledge and skill level of subordinate staff and advises Station Manager of developmental/training needs. Oversees the direction and operation of equipment for live and/or taped cablecasts of City Commission meetings and other City programming. Serves as in-house expert regarding production equipment; including audio, switcher, graphics, lights and computer-operated cameras. Directs and assists staff in troubleshooting equipment problems, identifying technical solutions to problems, and finding new ways to enhance productivity and output. Orders new or replacement equipment, as is appropriate. Responds during non business hours to resolve problems. Maintains the Comcast Trade Agreement ensuring accurate billing and provides quarterly report to the Station Manager. Performs related work as required.

Other Important Duties

Attends staff meetings. Reads professional publications, researches changes in technology and recommends changes to equipment or procedures to the Station Manager, as is appropriate. Performs related work as required.

DESIRABLE QUALIFICATIONS**Knowledge, Abilities and Skills**

Considerable knowledge of television production techniques, language, video equipment and applications in access productions. Considerable knowledge of the value of government access programming to the public at large. Knowledge of the principles and practices of public relations work by means of visual, written and verbal presentations. Ability to exercise independent judgment. Ability to communicate clearly and effectively both orally and in writing. Ability to establish and maintain effective working relationships as necessitated by the work. Ability to write television scripts, operate production equipment, and operate television cameras. Ability to coordinate staff and material resources to produce the most effective and efficient use of each. Ability to troubleshoot equipment and wiring problems and make minor repairs and adjustments. Skill in the use of personal computers and programs and applications related to work assignments.

Minimum Training And Experience

Possession of a bachelor's degree in broadcasting, broadcast journalism, media production, telecommunications, mass communications, radio/television production or a related field and three years of technical and professional experience producing television or video programming; or an equivalent combination of training and experience.

Necessary Special Requirements

Must possess a valid Class E State driver's license at the time of appointment.

Established: 06-11-03

Revised: 04-30-10