

MAJOR FUNCTION

This is responsible professional and technical work that involves writing, producing, and directing television programs for the City's government access channel. Work is performed under the general supervision of the WCOT Station Manager with considerable latitude for the use of independent judgment. Work is reviewed through conferences, the work product, reports, and observations of results obtained.

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

Produces quality television programs for the City's cable access station. Develops programs in-house and through the use of the City's contracted production vendors. Originates ideas and when an administrative superior suggests a production, undertakes the necessary steps to accomplish the task. Works as a member of the communications team who writes for publications, special projects and initiatives, developing a positive image for the City and marketing of City services. Responsible for creativity, script writing, talent, and production coordination. Responsible for video taping, writing, and editing video packages and taping news conferences, events and activities. Responsible for shooting and editing with S-VHS, digital, and Beta equipment. Directs or operates equipment for live and/or taped cablecasts of City Commission meetings and other City programming. Responsible for operating and understanding all in-house production equipment: audio, switcher, graphics, lights and computer operated cameras (AMX). Performs related work as required.

Other Important Duties

Attends staff meetings. Performs related work as required.

DESIRABLE QUALIFICATIONS**Knowledge, Abilities and Skills**

Considerable knowledge of video equipment and its application 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 serve as a team player, including leading, following and working with others. Skill in organizing and prioritizing maintenance, trouble-shooting equipment, and wiring problems. Skill in the use of microcomputers and associated programs and applications necessary for successful job performance.

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 two years of technical experience that includes communications or video production; 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: 01-05-98
Revised: 10-03-00
04-17-03
10-07-03*
07-13-09*