



HUMAN RESOURCES DEPARTMENT

POSITION DESCRIPTION

TITLE:	Video Producer	LAST UPDATED:	April 24, 2015
DEPARTMENT:	Administration	JOB CLASS:	TBD
REPORTS TO:	Director of Communications & Media Relations	FLSA DESIGNATION:	TBD

Summary: Under general supervision of the Director of Communications & Marketing, the Video Producer coordinates the activities of writers, directors, videographers and other personnel throughout the entire video production process. Oversees editing of public meetings and special events recordings for historical purposes and broadcasts on cable systems, special city multi-media presentations and City sponsored special events.

The intent of this position description is to provide a representative summary of the major duties and responsibilities performed by incumbent(s) in this position. Incumbent(s) may not be required to perform all duties in this description and incumbent(s) may be required to perform position-related tasks other than those specifically listed in this description.

Essential Job Functions:

- Directs and produces quality cable television programming for community viewing while ensuring compliance with FCC standards.
- Develops variety of programs for cable television productions.
- Coordinates the activities of videographer, as well as any supporting writers, directors, and other personnel throughout the video production process for City government-access cable network.
- Contacts, interviews and schedules hosts/guests for assigned programs and shows; provides instruction to hosts/guests regarding their role in the programs.
- Monitors post-production processes in order to ensure accurate completion of all details.
- Determines production size, content and production schedules.
- Coordinates the taping and editing of special City events.
- Composes and edits scripts, or provides outlines for which scripts can be written.
- Provides outlines and directions to be utilized in the taping of assigned programs, assists with design and development of electronically generated graphics.
- Supervises videographer.
- Assists with media relations in absence of Director, Interactive Media Manager.

Other Important Duties:

- May be required to work evenings and weekends and some holidays during special City events.
- Travels to conduct presentations and to attend meetings, conferences and training.
- Performs other related duties as assigned.
- Regular and consistent attendance for the assigned work hours is essential.

Required Knowledge and Skills:

- Knowledge of video production operations, services, activities, principles and practices.
- Knowledge of methods and techniques of television program taping, editing and production.
- Knowledge of the creation, development, editing and copying multimedia presentations.
- Knowledge of City policies and procedures.
- Knowledge of pertinent Federal, State and local laws, codes and regulations.

- Proficiency in the use of computers and related equipment, hardware and software for creation of video/digital program production.
- Ability to ensure compliance with FCC regulations and guidelines.
- Ability to lead, organize and review work of employees.
- Ability to establish and maintain effective working relationships with coworkers, City Officials, staff and the public.
- Ability to make sound decisions, using good judgement.
- Ability to prioritize work activities.
- Skilled in effective oral and written communications and strong interpersonal skills.
- Skilled in organize work for timely completion in a detailed manner.
- Skilled in resolving customer complaints and concerns.

Preferred Education, Experience, and Certifications:

- Bachelor's Degree in journalism, communications or degree with major coursework in radio, television, or film production AND three (3) years television production experience.
- Must pass a pre-employment drug screening and/or post-offer physical exam.
- Must possess State of Texas Driver's License.

Environmental Factors and Conditions/Physical Requirements:

- Work is performed in office, on-site and outdoor environments.
- May be subject to repetitive motion such as typing, data entry and vision to monitor.
- May be subject to standing or sitting for extended periods, bending, reaching, kneeling, crawling, lifting and carrying such as setting up, operating and/or tearing down audio and video equipment, setting up training rooms or other public or departmental meeting settings.
- May be subject to exposure to extreme weather conditions when loading, unloading, transporting or utilizing audiovisual equipment at special events.
- Must be able to lift up to 50 pounds.

Equipment and Tools Utilized:

- Equipment utilized includes personal computer, copier, calculator, fax machine, other standard office equipment, audiovisual equipment, copying and editing equipment, and department vehicles.

Approved By:

Signed by Dana Baird, Director of Communications & Media Relations

Dana Baird, Director of Communications & Media Relations

08/25/2015

Date



Shannon K. Allyn, HR Generalist

08/25/2015

Date

