



Career Service Authority

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Senior Television & Video Producer

GENERAL STATEMENT OF CLASS DUTIES

Performs full performance, professional and supervisory level work planning, producing, and coordinating studio, remote, field, live, and recorded productions.

DISTINGUISHING CHARACTERISTICS

Senior Television & Video Producer is distinguished from the *Television & Video Producer*, which performs professional level work planning, producing, and coordinating studio, remote, field, live, and recorded productions. In addition, the Senior Television & Video Producer is distinguished from the *Television & Video Director/Editor*, which performs professional level work planning, directing, and editing studio, remote, field, live, and recorded productions. Finally, the Senior Television & Video Producer is distinguished from the *Television Programmer*, which performs professional level work coordinating the preparation, scheduling, and delivery of television programming and coordinating the acquisition of television programs and promotional announcements.

Guidelines, Difficulty and Decision Making Level:

Guidelines are in the form of stated objectives for the section, unit, function or project.

Work assignment is generally unstructured and employee is responsible for assigning and supervising a variety of functions to achieve the objectives of the section, unit or project. Duties performed involve weighing and evaluating factors requiring judgment, analytical ability and problem solving.

Employee is responsible for simultaneous coordination and supervision of several functions, programs or projects in various stages of completion.

Level of Supervision Received and Quality Review:

Under managerial direction, the employee has personal accountability for carrying out the work objectives of an organizational unit or section within the scope of established guidelines and the mission of the agency or department. Employee is expected to resolve problems that arise in the normal course of the work. Work may be discussed with higher level supervisors and reviewed for soundness of judgment and feasibility of decisions.

Interpersonal Communications and Purpose:

Contacts of a non-prescribed nature involving the negotiation and resolution of non-routine problems encountered and where exceptional degrees of discretion and judgment and specialized knowledge are required in carrying out the programs and policies of an organization.

Level of Supervision Exercised:

Supervises two or more employees, including on-call or temporary employees.

ESSENTIAL DUTIES

Collaborates and leads the creative content process and maintains the overall responsibility for the concept, format, and content of all programs. Serves as an in house consultant for refinement and redesign of existing programs and makes suggestions for new programming.

Develops and monitors production budgets for all studio, remote, live, and recorded productions. Identifies costs and technical and production requirements for all projects in order to achieve maximum cost efficiency.

Plans, assigns, and evaluates the work of staff members; provides technical expertise to staff; establishes and/or monitors current methods and policies; and recommends changes in practices and procedures.

Trains new staff members on applicable standards, regulations, and requirements; orients staff with appropriate policies and procedures; and ensures that work conforms to policies, standards, and regulations.

Assigns and distributes work, reviews work for accuracy and completeness, and provides recommendations for proper completion of assignments, including the proper allocation of production resources.

Develops the performance enhancement plan, documents performance, provides feedback, and formally evaluates the work of employees.

Responds to formal and informal employee grievances and prepares written response.

Documents causes for disciplinary action and initiates letters of reprimand and formal recommendations for disciplinary action.

Researches, reviews, and analyzes governmental issues and develops presentation concepts, formats, and content (including scripts, reports, and support materials).

Holds auditions and selects talent, when necessary; provides direction to on-camera talent during the taping of the production.

Oversees the design and look of graphics and the overall visual content for the production; inputs and operates electronic titling systems when necessary.

Ensures production standards are being met and maintained.

Documents topical and historical City events and delivers to the audience in news, feature, or promotional format.

Prepares, encodes, and archives programs for streaming on the city website then manages the agenda, contact, and other relevant information for each production.

Performs other related duties as assigned or requested.

Any one position may not include all of the duties listed. However, the allocation of positions will be determined by the amount of time spent in performing the essential duties listed above.

MINIMUM QUALIFICATIONS

Competencies, Knowledges & Skills:

Oral Communications – Expresses information to individuals or groups effectively, taking into account the audience and nature of the information, makes clear and convincing oral presentations, listens to others, attends to nonverbal cues, and responds appropriately.

Problem Solving – Identifies problems, determines accuracy and relevance of information, uses sound judgment to generate and evaluate alternatives, and makes recommendations.

Written Communication – Expresses facts and ideas in writing in a succinct and organized manner.

Leadership – Inspires, motivates, guides others towards goals; coaches, mentors, challenges staff; adapts leadership styles to various situations; models high standards of honesty, integrity, trust, openness, and respect for individuals by applying these values daily.

Technical Competence – Uses knowledge that is acquired through formal training/extensive on the job experience to perform one's job; works with, understands, and evaluates technical information related to the job; advises others on technical issues.

Flexibility – Is open to change and new information; adapts behavior and work methods in response to new information, changing conditions, or unexpected obstacles; effectively deals with pressure and ambiguity.

Interpersonal Skills – Shows understanding, courtesy, tact, empathy, and concern, develops and maintains relationships, deals with people who are difficult, hostile, and/or distressed, relates well to people from varied backgrounds and situations, and is sensitive to individual differences.

Decisiveness – Makes sound and well-informed decision; perceives the impact and implications of decisions; commits to action, even in uncertain situations, in order to accomplish organizational goals; causes change.

Self-Direction – Demonstrates belief in own abilities and ideas; is self-motivated and results-oriented; recognizes own strengths and weaknesses; seeks feedback from others and opportunities for self-learning and development.

Conflict Management – Manages and resolves conflicts, confrontations, and disagreements in a positive and constructive manner to minimize negative personal impact.

Client Orientation – Anticipates and meets the needs of clients; achieves quality end-products; is committed to improving services.

Team Building – Manages group processes; encourages and facilitates cooperation, pride, trust, and group identity; fosters commitment and team spirit; works with others to achieve goals.

Human Resources Management – Empowers staff by sharing power and authority; develops lower levels of leadership, pushing authority down and out throughout the org.; shared rewards with staff; ensures staff are properly selected, used, appraised, and developed, and treated fairly.

Influencing/Negotiating – Persuades others; develops networks and coalitions; gains cooperation from others to obtain information and accomplish goals; negotiates to find mutually acceptable solutions; builds consensus through give and take.

Managing Diverse Workforce – Is sensitive to cultural diversity, race, gender, and other individual differences in the workforce; manages workforce diversity.

Planning and Evaluating – Organizes work, sets priorities, determines resource requirements, determines short or long term goals and strategies to achieve them, coordinates with other organizations or parts of the organization, monitors progress, and evaluates outcomes.

Listening – Receives, attends to, interprets, and responds to verbal messages and other cues such as body language in ways that are appropriate to listeners and situations.

Creative Thinking – Uses imagination to develop new insights into situations, applies innovative solutions to problems, and designs new method where established methods and procedures are inapplicable or are unavailable.

Reasoning – Identifies rules, principles, or relationships that explain facts, data, or other information, analyzes information, and makes correct inferences or draws accurate conclusions.

Administration and Management – Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

Management of Financial Resources – Determining how money will be spent to get the work done, and accounting for these expenditures.

Knowledge of media production, communication, and dissemination techniques and methods.

Knowledge of transmissions, broadcasting, switching, control, and operation of telecommunications systems.

Knowledge of television production practices sufficient to be able to plan and coordinate equipment, supplies, participants, and written materials and music.

Knowledge of budgeting procedures and requirements sufficient to be able to administer a budget to accomplish objectives.

Knowledge of supervisory principles and practices sufficient to be able to establish priorities, assign and review work, and resolve problems.

Knowledge of business concepts and terminology, including marketing and cost evaluation.

Physical Demands:

Sitting: remaining in the normal seated position.

Lifting: raising or lowering an object from one level to another.

Carrying: transporting an object, usually by hand, arm, or shoulder.

Reaching: extending the hand(s) and arm(s) in any direction.

Handling: seizing, holding, grasping, or otherwise working with hand(s).
Fingering: picking, pinching, or otherwise working with fingers.
Feeling: perceiving attributes of objects by means of skin receptors.
Talking: expressing or exchanging ideas by means of spoken words.
Hearing: perceiving the nature of sounds by the ear.
Repetitive Motions: making frequent movements with a part of the body.
Eye/Hand/Foot Coordination: performing work through using two or more.
Lifting: raising or lowering an object more than 50 pounds.
Far Acuity: ability to see clearly at 20 feet or more.
Near Acuity: ability to see clearly at 20 inches or less.
Depth Perception: ability to judge distance and space relationships.
Field of Vision: ability to see peripherally.
Accommodation: ability to adjust vision to bring objects into focus.
Color Vision: ability to distinguish and identify different colors.

Working Environment:

Exposed to hazards from electrical, mechanical, and/or power equipment.
Handles emergency or crisis situations.
Possible night and weekend work.
Work is primarily performed in an office setting and frequently at other locations for meetings.

Education Requirement:

Bachelor Degree in Communications, Journalism, Television Production, Digital Filmmaking & Video Production, or a directly related field.

Experience Requirement:

Three years of professional level experience planning, producing, and coordinating productions at the type and level of Television & Video Producer.

Education/Experience Equivalency:

Additional appropriate type and level of experience may be substituted for the minimum education requirement on a one year for one year basis.

Licensure and/or Certification:

By position, requires a valid driver's license.
Completion of the Career Service Authority supervisory training courses prior to the completion of the probationary period.

CLASS DETAIL

FLSA CODE: Exempt

ESTABLISHED DATE: 09/16/1995

ESTABLISHED BY: Don Braden

REVISED DATE: 07/20/2008

REVISED BY: Melissa Palmer

CLASS HISTORY: 7/20/2008 – Updated Essential Duties, General Statement of Duties, and Minimum Qualifications.