



Career Service Authority

Television & Video Producer

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GENERAL STATEMENT OF CLASS DUTIES

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

DISTINGUISHING CHARACTERISTICS

Television & Video Producer is distinguished from the *Television & Video Production Support Technician*, which level production support work by setting up studio and locations for video production and operating and maintaining television equipment. In addition, the 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. Next, the 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 Television & Video Producer is distinguished from the *Senior Television & Video Producer*, which performs professional and supervisory level work planning, producing, and coordinating studio, remote, field, live, and recorded productions.

Guidelines, Difficulty and Decision Making Level:

Guidelines are generally but not always clearly applicable, requiring the employee to exercise judgment in selecting the most pertinent guideline, interpret precedents, adapt standard practices to differing situations and recommend alternative actions in situations without precedent.

Duties assigned are generally complex and may be of substantial intricacy. Work assignment is performed within an established framework under general instructions but requires simultaneous coordination of assigned functions or projects in various stages of completion.

Employee is responsible for determining time, place and sequence of actions to be taken. Unusual problems or proposed deviations from guidelines, practices or precedents may be discussed with the supervisor before being initiated.

Level of Supervision Received and Quality Review:

Under administrative supervision, the employee has personal accountability for carrying out an assigned function, program or project within the scope of established guidelines and objectives and is expected to resolve problems that arise in the normal course of the work. Completed work is generally reviewed for soundness of judgment, conclusion, adequacy and conformance to policy.

Interpersonal Communications and Purpose:

Contacts with the public or employees where explanatory or interpretive information is exchanged defended, gathered and discretion and judgment are required within the parameters of the job function.

Level of Supervision Exercised:

By position, performs lead work.

ESSENTIAL DUTIES

Collaborates with directors/editors and clients during the creative content process and develops the concept, format, and content for assigned projects and/or programs. Discusses themes for new studio, remote, field, live, and recorded productions.

Performs as liaison with the public, city officials, departments, and agencies and provides program format and production assistance.

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

Prepares production budgets and monitors resources for each production.

Determines production schedules and procedures; resolves problems that arise during the production process.

Obtains and distributes props, music, and studio equipment needed to complete productions.

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

Directs the 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:

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.

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.

Information Management – Identifies a need for and knows where or how to gather information; organizes and maintains information or information management systems.

Self-Management – Sets well defined and realistic personal goals, displays a high level of initiative, effort, and commitment towards completing assignments in a timely manner, works with minimal supervision, is motivated to achieve, and demonstrates responsible behavior.

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.

Reading – Understands and interprets written material including technical material, rules, regulations, instructions, reports, charts, graphs, or tables and applies what is learned from written material to specific 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.

Writing – Recognizes or uses correct English grammar, punctuation, and spelling, communicates information in a succinct and organized manner and produces written information which may include technical material that is appropriate for the intended audience.

Attention to Detail – Is thorough when performing work and conscientious about attending to detail.

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.

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.

Decision Making – Makes sound, well informed and objective decisions, perceives the impact and implications of decisions, commits to action even in uncertain situations to accomplish organizational goals, and causes change.

Teamwork – Encourages and facilitates cooperation, pride, trust, and group identity, fosters commitment and team spirit, and works with others to achieve goals.

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.

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

Customer Service – Works with customers to assess needs, provide assistance, resolve problems, satisfy expectations; know products and services; is committed to providing quality product/services.

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.

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 experience planning, producing, and coordinating television documentary, magazine, or news shows.

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.

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: Job spec was updated and reformatted into new format in 2007.
07/20/2008 – Updated Essential Duties, General Statement of Duties, and Minimum Qualifications.