

GUILFORD COUNTY SCHOOLS JOB DESCRIPTION

JOB TITLE: BROADCAST PRODUCTION MANAGER DISTRICT RELATIONS DIVISION

GENERAL STATEMENT OF JOB

Under limited supervision, provides leadership in upgrading the quality and quantity of video productions of the district to include the supervision of the district's educational access television channel. Work involves developing, implementing, and maintaining effective strategies whereas video media outlets are used to provide relevant information about the district. Position directs and oversees the operations of the department and supervises subordinate broadcast production staff. Reports to the Executive Director of District Relations.

SPECIFIC DUTIES AND RESPONSIBILITIES

ESSENTIAL JOB FUNCTIONS

Provides leadership in upgrading the quality and quantity of broadcast productions of the district.

Supervises the district's educational access television channel.

Supervises the production of the district's Spanish language radio program.

Plans, organizes, and directs the operations of the video production program for the district.

Develops, implements, and maintains effective strategies in the use of broadcast communication to distribute information about the district.

Oversees taping of meetings at the direction of the Executive Director of District Relations.

Plans, directs and supervises the activities of professional and clerical staff to ensure that district broadcast production goals are achieved.

Evaluates the work performance of subordinate staff.

ADDITIONAL JOB FUNCTIONS

Performs other related work as required.

MINIMUM TRAINING AND EXPERIENCE

Bachelor's degree in broadcasting, journalism, film, or a related field, with emphasis on film or

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television production, and extensive experience and training in professional video production including the supervision and operation of such productions and applicable equipment; or any equivalent combination of training and experience which provides the required knowledge, skills and abilities.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of equipment including audiovisual equipment etc. Must be able to exert up to 20 pounds of force occasionally, and/or a negligible amount of force constantly to move objects. Physical requirements are consistent with those for Light Work.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural, or composite characteristics (whether similar to or divergent from obvious standards) of data, people or things.

Interpersonal Communication: Requires the ability to speak and/or signal people to convey or exchange information. Includes giving instructions, assignments or directions to subordinates or assistants.

Language Ability: Requires the ability to read a variety of correspondence, reports, forms, articles, manuals, etc. Requires the ability to prepare correspondence, reports, forms, meeting minutes, speeches, etc., using prescribed formats and conforming to all rules of punctuation, grammar, diction, and style. Requires the ability to speak before groups of people with poise, voice control and confidence.

Intelligence: Requires the ability to apply principles of logical or scientific thinking to define problems, collect data, establish facts, and draw valid conclusions; to interpret an extensive variety of technical instructions in mathematical or diagrammatic form; and to deal with several abstract and concrete variables.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, to follow oral and written instructions. Must be able to communicate effectively and efficiently in standard English.

Numerical Aptitude: Requires the ability to utilize mathematical formulas; to add and subtract; multiply and divide; and to determine percentages and decimals.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width and shape.

Motor Coordination: Requires the ability to coordinate hands and eyes rapidly and accurately in using automated office equipment and audio-visual equipment.

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Manual Dexterity: Requires the ability to handle a variety of items, office equipment, control knobs, switches, etc. Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: Requires the ability to differentiate between colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress and when confronted with persons acting under stress.

Physical Communication: Requires the ability to talk and hear: (Talking: expressing or exchanging ideas by means of spoken words. Hearing: perceiving nature of sounds by ear). Must be able to communicate via telephone.

KNOWLEDGE, SKILLS AND ABILITIES

Thorough knowledge of audio-visual equipment including cameras, editing equipment, switching equipment, and lighting and effects equipment.

Thorough knowledge of operations of the department and the established programs, policies and regulations.

Considerable knowledge of the principles and practices of supervision, coordination and direction.

Considerable knowledge of the ethical guidelines applicable to the position as outlined by professional organizations and/or federal, state and local laws, rules and regulations.

Skill in the use and care for video editing, camera, switching, audio, lighting, and effects equipment.

Ability to provide leadership and to supervise the planning, development and establishment of new, modified and/or improved programs, services and activities.

Ability to analyze and interpret policy and procedural guidelines, and to formulate, develop and present recommendations to resolve problems and questions.

Ability to organize workflow and coordinate activities.

Ability to provide technical and production direction in the operations of audio-visual equipment.

Ability to understand and follow oral and written instructions.

Ability to establish and maintain effective working relationships as necessitated by work

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assignments.

DISCLAIMER

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees to this job.