General Statement of 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 & 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 Communication & 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; orient 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 goals, documents performance, provides performance feedback and formally evaluates the work of the employee; provides reward and recognition for proper and efficient performance. Assists staff to achieve performance standards and identifies opportunities for continual improvement to performance standards.

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.

**Competencies**

Coaching - Provides others with clear direction, motivates, and empowers. Recruits staff of a high caliber and provides staff with development opportunities and coaching.

Influencing - Collaborates with, persuades and influences others.

Delivering Results - Sets high standards for quality, quantity, and timelines. Focuses on customer needs and satisfaction. Consistently achieves project goals.

Creative Thinking – Uses imagination to develop new insights into situations and applies innovative solutions to problems; designs new methods where established methods and procedures are inapplicable or are unavailable.
Decision Making – Specifies goals and obstacles to achieving those goals, generates alternatives, considers risks, and evaluates and chooses the best alternative in order to make a determination, draw conclusions, or solve a problem.

Interpersonal Skills - Shows understanding, friendliness, courtesy, tact, empathy, cooperation, concern, and politeness to others and relates well to different people from varied backgrounds and different situations.

Technical Competence – Uses knowledge that is acquired through formal training or 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.

**Knowledge & Skills**

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 business concepts and terminology, including marketing and cost evaluation.

**Education Requirement**

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

**Experience Requirement**

Three (3) years of professional level experience planning, producing, and coordinating productions at the type and level of Television & Video Producer.

**Education & Experience Equivalency**

One (1) year of the appropriate type and level of experience may be substituted for each required year of post-high school education.

Additional appropriate education may be substituted for the minimum experience requirements.

**Licensure & Certification**

By position, requires a valid Driver’s License at the time of application.

Licenses and certifications must be kept current as a condition of employment.

**Working Environment**

Potential exposure 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.
Subject to traffic, roadways, and pedestrians.
### Level of Physical Demand

3-Medium (20-50 lbs.)

### Physical Demands

(Physical Demands are a general guide and specific positions will vary based on working conditions, locations, and agency/department needs.):

- Sitting: remaining in the normal seated position.
- 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.
- 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.
- Color Vision: ability to distinguish and identify different colors.
- Lifting: raising or lowering objects weighing no more than 50 pounds, from one level to another.

### Background Check Requirement

- Criminal Check
- Employment Verification
- Education Check
- By position, Motor Vehicle Record

### Assessment Requirement

- Professional Supervisor

### Probation Period

- Six (6) months.

### Class Detail

- Pay Grade: A-812
- FLSA Code: Y
- Management Level: 7
- Established Date: 9/21/2018
- Established By: Lori Schumann
- Revised Date: 6/11/2019
- Revised By: Ryland Feno
- Class History:
  - 6/11/19 - Updated working environment verbiage.