



Office of Human Resources
Television and Video Producer Senior - CA2588
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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

Television & Video Producer Senior 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 Television & Video Producer Senior 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 Senior 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.

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 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-814
FLSA Code: Y
Established Date: 9/21/2018
Established By: LS
Revised Date:
Revised By:
Class History: