

JOB DESCRIPTION
San Diego County Office of Education

Executive Producer, ITV

Purpose Statement

The job of Executive Producer, ITV, is done for the purpose/s of directing the production, design, editorial, technical and promotional operations of ITV as well as the Creative Services, Public Access, and Webcasting units. Supervises production and monitors editorial content, production values, and both the general relevance as well as the educational relevance of material produced for ITV by Media and Communication Services (M&CS). Managing staff, and providing service for outstanding visual design, video production, television and Web programming. Supervises the television engineers in the installation, maintenance and repair of ITV M&CS systems including, ITV, Public Access Channel, Webstreaming and other related equipment.

Essential Functions

- Advises and counsels superintendent and senior staff in use of video and other media television to convey messages for the purpose of ensuring the furtherance of SDCOE mission, goals and objectives.
- Determines equipment needs of the ITV studios, backroom server technologies, play-out servers, graphics, editing bays, ENG recording, lighting and various other live and recorded production necessities for the purpose of ensuring content acquisition and delivery including the technology used in facilitating the JRRTC Technology Center.
- Develops and assists others in the development of video related scripts for the purpose of directing the organization of all elements of program/video production for multiple purposes and overseeing all production staff including Public Access, and the Creative Services unit.
- Directs field and studio video productions (e.g. use of studio, ENG, and editing technologies and aesthetics, etc.) for the purpose of ensuring professional standards meet client expectations.
- Directs the maintenance and operation of all M&CS television production, webcasting and broadcasting systems and equipment, (e.g. cameras, editing systems, sound recording and station equipment, etc.) for the purpose of ensuring the availability of materials required and all equipment in working order.
- Leads creative teams for the purpose of developing creative guidelines and directing creative work, including print collateral, websites, web-streaming, short form videos, television programs and television/radio public service announcements.
- Organizes and directs media productions for SDCOE administration and various units, special projects, school districts, civic organizations, community businesses and nonprofit organizations for the purpose of analyzing production feasibility based on resources, budget and client's end goals.
- Oversees grants related to supporting multiple SDCOE divisions for the purpose of ensuring the goals of the grant are met.
- Researches, specifies, and recommends purchase decisions on media technology systems, equipment and services for the purpose of developing functional criteria for products, developing ROI at different price points, and making recommendations for acquisition to achieve state of the art facilities and services related to various projects and future needs.

- Supervises the television engineers in the repair and maintenance of ITV and other related systems and equipment for the purpose of maintaining necessary systems and equipment and ensuring department outcomes are achieved.
- Tracks actual costs of media productions for SDCOE administration, school districts, civic organizations, community businesses and non profit organizations for the purpose of overseeing the execution of client billing.
- Works with staff for the purpose of providing field experience in the fundamentals of video/television production and communication techniques for SDCOE.

Other Functions

- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

SKILLS are required to perform multiple, technical tasks with a need to occasionally upgrade skills in order to meet changing job conditions. Specific skill based competencies required to satisfactorily perform the functions of the job include: operating equipment used in video or television production; planning and managing projects; preparing and maintaining accurate records; and using pertinent software applications; adhering to safety practices Interact with outside contractors and clients to efficiently produce programs that serve the educational objectives of SDCOE.

KNOWLEDGE is required to perform advanced math; read technical information, compose a variety of documents, and/or facilitate group discussions; and analyze situations to define issues and draw conclusions. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: Advanced principles and practices of television and media production techniques; Media editing programs and equipment; Copyright laws and music licensing practices; First Amendment and privacy policies; Budget and fiscal management; Marketing and promotional practices; Journalistic ethics; Educational content standards; Mission and Goals of SDCOE; and write a video/audio script.

ABILITY is required to schedule activities, meetings, and/or events; often gather, collate, and/or classify data; and consider a variety of factors when using equipment. Flexibility is required to work with others in a wide variety of circumstances; work with data utilizing defined but different processes; and operate equipment using a variety of processes. Ability is also required to work with a diversity of individuals and/or groups; work with a variety of data; and utilize a variety of types of job-related equipment. Problem solving is required to identify issues and create action plans. Problem solving with data frequently requires independent interpretation of guidelines; and problem solving with equipment is moderate to significant. Specific ability based competencies required to satisfactorily perform the functions of the job include: adapting to changing work priorities; communicating with diverse groups; meeting deadlines and schedules; setting priorities; working as part of a team; working with detailed information/data; and working with frequent interruptions.

Responsibility

Responsibilities include: working independently under broad organizational guidelines to achieve unit objectives; leading, guiding, and/or coordinating others; operating within a defined budget. Utilization of resources from other work units is often required to perform the job's functions. There is a continual opportunity to impact the organization's services.

Working Environment

The usual and customary methods of performing the job's functions require the following physical demands: occasional lifting, carrying, pushing, and/or pulling, some climbing and balancing, some stooping, kneeling, crouching, and/or crawling and significant fine finger dexterity. Generally the job requires 40% sitting, 20% walking, and 40% standing. The job is performed in a generally hazard free environment.

Experience Job related experience with increasing levels of responsibility is desired.

Education Bachelors degree in job-related area.

Equivalency

Required Testing

Certificates

Driver's License & Evidence of Insurability

Continuing Educ./Training

Clearances

Criminal Background Clearance

Criminal Justice Fingerprint/Background Clearance

Drug Test

Proof of physical examination including TB Screen

FLSA State: Exempt

Salary Range: Classified Management, Grade 47

Personnel Commission Approved: October 19, 2016