



Classification Title: Educational Television Producer

Department:	Educational Television	EEO6 Code:	3
Employee Group:	Classified	Salary Grade:	31
Supervision Received From:	Manager, Educational Television and KKSM Radio Operations	Date of Origin:	9/2016
Supervision Given:	Direction and Guidance	Last Revision:	9/2016

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed by individual positions.

JOB SUMMARY.

Organizes, directs and participates in the production of all instructional and promotional videos for Palomar College's Educational Television department; serves as executive producer, director and writer for Educational Television programs and contract productions; oversees and schedules the television studio and editing facilities; directs the work of production personnel.

DISTINGUISHING CHARACTERISTICS.

The Educational Television Producer is distinguished from Broadcast Media Specialist by its responsibility for producing and directing all instructional and promotional videos for Educational Television, while the latter position is responsible for all media distribution.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS.

Essential Functions: Essential responsibilities and duties may include, but are not limited to, the following:

1. Produces, directs and/or supervises the productions of college television programming including documentaries, instructional and promotional videos and contract productions; directs the work of television crews, instructors or actors in the studio or on location; participates in hiring, and directs the work of professional freelance personnel, hourly staff and interns.
2. Oversees the day-to-day operations of the production facility; provides work direction and guidance to Educational Television staff; sets project priorities, deadlines and individual goals for production staff; ensures deadlines are met and provides quality control for department projects.
3. Participates in the selection and provides lead work guidance and training to professional freelance production personnel, short-term hourly employees and student interns; leads and assigns the work of lower-level employees; ensures completeness, accuracy and conformance with District/departmental standards; provides information, guidance and training on work processes and technical procedures; works with production staff to correct deficiencies; assists in maintaining a fair and open work environment in accordance with the District's commitment to teamwork, mutual trust and respect.
4. Works with faculty to plan, design, script and prepare for the creation of instructional videos that incorporate effective instructional design principles.

5. Writes scripts for department documentaries, instructional and promotional videos.
6. Plans and schedules the use of production facilities including studio, remote television control and editing rooms for the Digital Broadcast Arts program, tours and facility rentals; provides information and assistance to users.
7. Sets up and operates a wide variety of broadcast quality television studio and remote production equipment including computer editors, cameras, computer graphics, digital switchers, effects generators and audio consoles; operates District vehicles to drive to remote production sites as required.
8. Recommends and assists in the implementation of goals and objectives; establishes schedules for providing various production services; implements policies and procedures.
9. Participates in the preparation and administration of the production budget; submits budget recommendations; monitors expenditures.
10. Establishes and maintains vendor contacts for equipment research and purchase; negotiates and schedules contract work with outside production facilities, personnel and talent agencies.
11. Troubleshoots equipment problems and coordinates equipment repairs with outside vendors or appropriate staff.
12. Recommends, develops and implements procedures for the Digital Broadcast Arts program's instructional lab use of the educational television facilities.

Marginal Functions:

1. Orders video equipment and production supplies and maintains inventories; researches and writes proposals for equipment purchases.
2. Keeps abreast of new technologies in the television production field; incorporates new developments and elements into productions as appropriate.
3. Performs related duties and responsibilities as required.

QUALIFICATIONS.

Experience and Education/Training Guidelines: Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience: Four years of increasingly responsible experience in television production, direction and editing, including two years of lead responsibility.

Education/Training: Equivalent to a bachelor's degree from an accredited college or university with major coursework in communications, media, television production or a related field.

Licenses/Certificates:

Possession of, or ability to obtain, an appropriate, valid California driver's license by time of appointment.

Preferred Qualifications:

Experience in the use of broadcast quality and high-end production equipment.

Knowledge of:

1. Principles and practices of television productions and operations.
2. Recent developments related to television productions.
3. Methods and techniques for concept development, storyboarding and script writing for a variety of purposes and audiences.

4. Knowledge of effective pedagogical practices.
5. Operations and procedures of computer editing.
6. Principles and techniques of computer graphic design as it relates to television production.
7. Technical operations of professional and broadcast level television production equipment.
8. Principles of television engineering.
9. Techniques for setting up multi-camera and live-action productions and sound and lighting systems for studio and field productions..
10. Trademark and copyright law and fair use practices for education.
11. Procedures, methods and techniques of budget preparation and control.
12. Modern office procedures, methods and equipment including computers and related software.
13. Federal Communications Commission (FCC) rules and regulations; broadcast and video standards.
14. Occupational hazards and standard safety procedures.
15. Basic project management tools and techniques.
16. Local, state and federal regulations, including terminology and processes applicable to areas of assigned responsibility.

Skill in:

1. Writing and producing educational television programs for broadcast.
2. Overseeing production operations of an educational television studio facility.
3. Directing and editing on-line video programs for broadcast.
4. Creating video programs that effectively meet instructional requirements.
5. Operating a wide variety of broadcast and professional production equipment.
6. Operating vehicles in a safe and effective manner.
7. Assigning and inspecting the work of technical personnel.
8. Recommending and implementing goals and objectives.
9. Preparing and presenting proposals, budgets and reports to staff and outside agencies as required.
10. Operating office equipment including computers and supporting business software.
11. Communicating clearly and effectively, both orally and in writing.
12. Working independently in the absence of supervision.
13. Maintaining sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students, faculty, and staff.
14. Establishing and maintaining effective working relationships with those encountered in the course of work.

WORKING CONDITIONS.

Environmental Conditions: The incumbent works under typical office conditions where the noise level is usually quiet, and in a studio where the noise level is moderate; occasionally works in outside conditions, with exposure to weather, work on uneven surfaces and risk of electrical shock.

Physical Conditions: Essential and marginal functions may require physical fitness requirements necessary to perform the job functions with or without accommodation, such as the ability to walk, stand or sit for prolonged periods of time; use of computer keyboard and broadcasting equipment; near visual acuity and ability to differentiate operating equipment sounds. Requires operation of District vehicles.

TERMS OF EMPLOYMENT.

The duration of any fully restricted funded position in this classification is dependent upon the continuation of funding.