



**REVISED SEPTEMBER 2023**  
**FLSA: NON- EXEMPT**

## **VIDEO COMMUNICATIONS SPECIALIST/TELEVISION STATION MANAGER**

### **DEFINITION**

Under general supervision of the Communications Program Manager, performs a variety of professional, technical, creative, and administrative work related to the planning, production, and distribution of video and multimedia content and the operation and management of the city's Education and Government (EG) cable access station. Key responsibilities include filming, production, and distribution of video and multimedia content; oversight of television station operations and programming; maintenance and troubleshooting of broadcast equipment; recruit, scheduling, and management of part-time station staff; and to perform related work as required.

Overall, the position works to increase public awareness and understanding of city operations, support public education and outreach initiatives, and advance citywide strategic objectives through video and multimedia content on both legacy and new media channels.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives general supervision from Communications Program Manager. Provides direct and/or functional supervision to part-time station staff.

### **DISTINGUISHING CHARACTERISTICS**

This single position class is responsible for a wide variety of highly technical duties related to the creation and distribution of video and multimedia content across multiple channels, as well as operation of the city's television station including: administration, budget preparation, and overall supervision of related activities.

### **EXAMPLES OF TYPICAL JOB FUNCTIONS** (Illustrative Only)

*Management reserves the rights to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.*

- Serves as the city's lead videographer. Responsible for planning, scripting, shooting, and producing original video and multimedia content for the city's television station, website, and digital media platforms.
- Oversees telecast of City Council, Commission, and Board of Education meetings.
- Works with the Communications Program Manager to conceptualize effective video and multimedia content that advances citywide, department, and program-specific communication and strategic goals.
- Plans, schedules, and coordinates staff, resources, and interviews for filming on location at city work sites and events.
- Acts as the television station's primary engineer including developing, maintaining, and implementing schematics, wiring of the facility, troubleshooting, and equipment repair.
- Maintains station files such as broadcast schedules, purchase orders, maintenance or equipment repair records.

- Researches, advises, and purchases production equipment, office supplies, remote unit equipment, computer hardware and software.
- Plans and executes preproduction operations including evaluating the type and placement of cameras, audio, and lighting units; performs postproduction duties, including editing, dubbing, and duplicating tapes.
- Monitors performance of video and multimedia content across platforms and recommends strategies for improvement.
- Manages the city's YouTube channel, including optimizing video presentation, copy, and metadata for search and engagement and developing long-term channel growth strategy.
- Maintains the city's video library, including recordings of all public meetings and other productions.
- Provides direction and training to part-time staff, interns, and/or independent contractors working at the station.
- Supports the dissemination of prompt, accurate public information during disaster response and Emergency Operations Center (EOC) activations.
- Establishes positive working relationships with all city departments, Piedmont Unified School District employees, and representatives of community organizations.
- Performs other duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

- Documented history of producing compelling video storytelling for digital media platforms.
- Standard EG operating requirements, including digital file servers and playback scheduling software, digital switchers, non-linear editing systems, software and related applications; and television recording formats, program production, developing programming schedules.
- Experience with streaming video platforms.
- Basic supervisory principles and practices.
- Proper storage and care of equipment and tools.
- Standard office practices and procedures, including the use of standard office equipment and computer applications related to the work.
- English usage, spelling, vocabulary, grammar, and punctuation.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, students, and faculty and other staff, including individuals of various ages, various socio-economic and ethnic groups.

### **Ability to:**

- Operate and maintain audio and video production equipment, including editing and duplicating systems, cameras, production lighting, closed captioning, and recording systems.
- Produce original video, audio, media, and broadcast production in support of City programs, including performing editing, copywriting, broadcasting, voice acting, developing production schedules, operating master control, and audio/video processing.
- Gather data and creatively develop, plan, and translate concepts into visual and audio form.
- Work with staff to develop and implement video and audio of City related products.
- Collect, interpret, summarize, and present information in an effective manner.
- Prepare scripts, correspondence, and other written materials.
- Interpret, apply, and explain applicable Federal, State, and local policies, procedures, laws, and regulations.
- Maintain accurate logs, records, and basic written records of work performed.
- Follow department policies and procedures related to assigned duties.

- Understand and follow oral and written instructions.
- Operate modern office equipment including computer equipment and software.
- Organize own work, set priorities, and meet critical time deadlines.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Understand scope of authority in making independent decisions.
- Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

**Education and Experience:**

*Any combination of training and experience that demonstrates an ability to perform the duties of the position. A typical way to obtain the required qualifications would be:*

- Equivalent to graduation from an accredited four-year college or university with major coursework in television production, film, broadcasting, communications or a related field.
- A minimum of three (3) years increasingly responsible experience in cross-platform video and multimedia production.
- Administrative and/or supervisory experience in an EG access television-related environment with regular customer contact, programming and production duties if preferred.

**License and Certifications:**

May require a valid California class C driver's license and a satisfactory driving record.

**PHYSICAL DEMANDS**

Must possess mobility to work in a standard video, audio, media, and broadcast production setting and use standard equipment, including a computer, cameras, lighting equipment, and recording, editing, and duplicating systems; operate a motor vehicle and visit various City sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate above-mentioned equipment. Positions in this classification bend, stoop, kneel, reach, climb, and walk on uneven surfaces to participate in production activities; and push and pull drawers open and closed to retrieve and file information. Visual acuity sufficient to perform camera work and other essential functions of the position. Employees must possess the ability to lift, carry, push, and pull materials and objects, typically weighing up to 50 pounds, and occasionally heavier weights with the use of proper equipment.

**ENVIRONMENTAL ELEMENTS**

Employees work in standard video, audio, media, and broadcast production environments with moderate to loud noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances; exposure to electrical hazards is possible. Employees will occasionally work outdoors for assigned events and be exposed to loud noise levels, cold and/or hot temperatures, and dust, fumes, and allergens.

**WORKING CONDITIONS**

Must be able to attend meetings and other activities outside of normal working hours.