



## Video Producer

### Purpose Statement

The job of the video producer was established for the purpose/s of providing support to the Communications Director and Assistant Director in an ongoing effort to increase parental and community involvement by keeping stakeholders informed using the broadcast and web formats and for supporting the District's community relations and community outreach program.

This job reports to the Assistant Communications Director.

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### Essential Functions

- Compiles and maintains district video and photo archive and related inventory including reproducing tapes for distribution for the purpose of ensuring the availability and accurate inventory of departmental materials.
- Edits media using computer-based editing systems (e.g. educational video and audio presentations, slide shows, sports highlights, etc.) for the purpose of creatively promoting and communicating district goals and objectives by adding narration, music and/or graphics and creating products that meet time restrictions.
- Takes digital photographs for the purpose of use on external and internal publication in print media, as well as on the district's public and internal web sites.
- Communicates with various stakeholders (e.g. district and school personnel, board members, students, public, media, etc.) for the purpose of informing and/or presenting information through various mediums (e.g. electronic presentations, e-mails, web pages, video, TV spots, etc.) in compliance with district vision, goals and objectives.
- Responds to inquiries from various internal and external parties (e.g. district personnel, schools, public, media, etc.) for the purpose of providing information and/or direction.
- Ensures communication strategy is consistent and reflects the organization's strategic vision.
- Attends meetings and/or seminars as assigned for the purpose of conveying and/or gathering information required to perform functions.
- Operates audio visual recording equipment for district functions and committee meetings for the purpose of providing historical documentation of meetings and events and for broadcasting on the district's cable access channel or district web server.
- Records meetings, events, etc. (e.g. School Board meeting, committee meetings, awards ceremonies, etc.) for the purpose of developing materials suitable for presentation on local access television station or district web server.
- Researches and uses emerging technology for the purpose of keeping current with the latest trends and information.
- Serves as liaison between communications director and career and tech coordinator for the high school media programs for the purpose of ensuring both parties are kept informed of the program status.
- Supervises student workers regularly for the purpose of ensuring that media productions are of a high quality and students are learning essential skills in media production.
- Transports a variety of equipment and supplies (e.g. camera, stands, microphones, video projectors, screens, laptop computers, surge protectors, cables, etc.) for the purpose of ensuring the availability of materials required to complete assignment.
- Displays high energy level and assertive leadership style.
- Must be able to attend meetings and functions outside of regular work day including but not limited to night meetings and weekend events.
- Must be able to work independently and work assertively to get work done.



**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 single, 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 standard office equipment including utilizing pertinent software applications; planning and managing projects; and developing effective working relationships.

KNOWLEDGE of the following: video equipment and editing software; basic web design concepts; graphic design (Photoshop preferable); basic principles of photography; working knowledge of electronics and personal computers; English grammar and composition.

ABILITY to do the following: operate equipment used in audio/video production and editing; create broadcast-quality video presentations; communicate effectively both orally and in writing with a wide range of individuals and groups of individuals; maintain sharp attention to detail and ability to work under tight deadlines with quickly shifting priorities; work flexible hours, including evening, weekends or beyond the regularly scheduled work day with little or no advance notice; generate creative ideas while demonstrating self-motivation when developing stories and videos; maintain confidential information appropriately and exercise good judgment when communicating to the public; plan and organize work; meet schedules and deadlines; lead, guide and/or coordinate others; maintain effective relationships with students, staff and parents; operate standard office equipment; carry numerous pieces of equipment from place to place.

**Responsibility**

Responsibilities include: working under limited supervision using standardized procedures; leading, guiding, and/or coordinating others; and operating within a defined budget.

**Working Environment**

The usual and customary methods of performing the job's functions require the following physical demands: significant 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 25% sitting, 25% walking, and 50% standing. The job is performed under minimal temperature variations and in a generally hazard free environment.

**EXPERIENCE:** Job related experience within specialized field is required.

**EDUCATION:** Bachelor's degree or equivalent with study in job related area.

**EQUIVALENCY:** Pre-employment Proficiency Test, Valid Driver's License & Evidence of Insurability.

**REQUIRED TESTING:**

None Specified

**CERTIFICATES & LICENSES:**

Valid TN driver's license

**FLSA STATUS:**

Exempt

**CONTINUING EDUCATION/TRAINING:**

None Specified

**CLERANCES:**

Criminal Justice Fingerprint/Background Clearance

**SALARY GRADE:**

Classified