

## JOB DESCRIPTION

### MEDIA PRODUCER/COORDINATOR ETV

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**TITLE:** Media Producer/Coordinator ETV

**REPORTS TO:** Director School, Community and Government Support

**SUPERVISES:** ETV Staff

**JOB FUNCTION:** Coordinate the technical design of school district's special media productions and the operation and maintenance of production equipment.

#### DUTIES AND RESPONSIBILITIES:

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- Must be knowledgeable of the technical operations of video cameras, video tape recorders, audio equipment used with video production, lighting, electrical power sources, and the overall coordination required to use all the studio electronic equipment simultaneously to tape or broadcast television programs.
- Video, write, narrate and edit raw footage to finished programs.
- Direct or assist with studio and field productions.
- Assist in the preparation of programs for commercial broadcast.
- Perform all production duties to meet standards of quality and broadcast deadlines.
- Operates all studio control room equipment.
- Transport equipment to field location, make minor adjustments to equipment and tape television programs.
- Produce and host weekly talk show dealing with educational issues, problems and events.
- Produce and provide play-by-play for local high school basketball game of the week.
- Handles the primary responsibility in training new production staff members in the proper use of all equipment.

## JOB DESCRIPTIONS

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#### DUTIES AND RESPONSIBILITIES (CONT.):

- Performs complex maintenance and repair on all television broadcasting equipment, such as audio control console, videotape recorders, all studio equipment and any related apparatus at the production center or other assigned field location.
- Sets up television cameras and sound equipment for all studio productions and assists with studio control during recording.
- Performs maintenance and repair on all field production units.
- Provides technical assistance to receiving schools.
- Assumes responsibility for picture quality on the three school channels.
- Receives, checks and installs any new equipment.
- Checks for adherence to FCC rules and regulations.
- Edits video tapes.
- Handles technical set-up involving all requested activities of the Superintendent and/or Board of Education.
- May make recommendations on the purchase of new equipment.
- Perform other duties as assigned.
- Maintain regular attendance.

#### KNOWLEDGE AND ABILITIES:

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##### KNOWLEDGE OF:

- School system oriented multimedia production.
- Oral and written communication skills.
- Interpersonal skills using tact, patience and courtesy.
- Technical aspects of field of specialty.
- Research methods and report writing techniques.
- Policies and objectives of assigned program and activities.

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#### ABILITY TO:

- Coordinate the technical design of school district's special media productions and the operation and maintenance of production equipment.
- Operate a variety of multimedia equipment.
- Design multimedia school system productions.
- Prepare and deliver oral presentations.
- Establish and maintain cooperative and effective working relationships with others.
- Prioritize and schedule work.
- Maintain current knowledge of technological advances in the field
- Analyze situations accurately and adopt an effective course of action.
- Plan and organize work.

#### PHYSICAL DEMANDS:

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- Work is performed while standing, sitting and/or walking.
- Requires the ability to communicate effectively using speech, vision and hearing.
- Requires the use of hands for simple grasping and fine manipulations.
- Requires bending, squatting, crawling, climbing, reaching.
- Requires the ability to lift, carry, push or pull light weights, up to 30 pounds.

#### EDUCATION AND EXPERIENCE:

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- Any combination equivalent to: bachelor's degree in media, communications or related field and two years experience in television studio production including demonstrated experience in broadcast, audio, television direction, design and photography.
- Prefer five (5) years of documented work experience in the operation, adjustment, repair and maintenance of television broadcasting equipment.

#### LICENSES AND OTHER REQUIREMENTS:

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- Valid Kentucky driver's license.

*Original Date:* \_\_\_\_\_

*Revision Date:* 01/1995

*Revision Date:* 07/2011

*Revision Date:* 07/2012