

**JOB DESCRIPTION**  
**San Diego County Office of Education**

**MEDIA PRODUCTION SUPERVISOR**

**Purpose Statement:**

Under minimal supervision the Media Production Supervisor manages SDCOE's video production unit and programming content for SDCOE's Public Access, Education and Government (PEG) cable channels and oversees all aspects of creative and media production; and supervises and evaluates assigned staff.

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Because each person is born with inherent worth and dignity, and because equitable access and opportunity are essential to a just, educated society, SDCOE employee commitments include being respectful of differences and diverse perspectives, as well as being accountable for their actions and their impact.

**Essential Functions:**

- Advise and counsel 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.
- Supervise the production staff of ITV on projects and routine assignments.
- Research, interview, write scripts, and produce content for ITV, SDCOE intranet and internet web sites, broadcast media, and presentations.
- Supervise the content development, scheduling, shooting and video editing of instructional television and other related productions.
- Work with managers and staff at all levels to develop multi-faceted communications.
- Accept applications for productions from County Office of Education administration and various division units, special projects, school districts, the California State Department of Education, civic organizations, community businesses and nonprofit organizations; conduct analyses of production feasibility.
- Ensure that SDCOE messages and images are appropriately conveyed internally to staff and the public.
- Work with limited supervision and make decisions involving the production of sensitive, strategic, and confidential information.
- Analyze media production applications and prepare cost estimates; confer with clients to clarify project objectives and ensure proper completion of work orders, invoices, releases, reports and other required documents.
- Review production work in progress and serve as producer for programs; exercise creative control over productions and ensure compliance with timelines and standards of quality.
- Work as member of production crew as needed for various live and recorded productions.
- Ensure compliance with governmental regulations related to television programming and broadcasting.
- Oversee the preparation and maintenance of a variety of records, files and reports related to production, programming and operations.

- Direct all elements of program/video production for multiple purposes and overseeing all production staff including Public Access, and the Creative Services unit.
- Direct field and studio video productions (e.g. use of studio, ENG, and editing technologies and aesthetics, etc.) ensuring professional standards meet client expectations.
- Lead creative teams developing creative guidelines and directing creative work for video projects.
- Organize and direct media productions for SDCOE administration and various units, special projects, school districts, civic organizations, community businesses and nonprofit organizations analyzing production feasibility based on resources, budget and client's end goals.
- Train staff providing field experience in the fundamentals of video/television production and communication techniques for SDCOE.
- Responsible for hiring, training, and coaching employees, assessing performance and providing feedback and training opportunities.
- Resolve and address complaints from clients' and staff ensuring unit/department adhere to company policies and procedures.
- Maintain quality service by ensuring quality and customer service standards, analyzing and resolving quality, customer service problems, and recommending system improvements.
- Supervise and evaluate the performance of assigned personnel; authorize overtime and temporary help according to established guidelines.

**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:**

**Knowledge and Abilities**

KNOWLEDGE OF:

State-of-the-art media and communications methods and techniques for television programs, web-streaming programs, and promotional campaigns;

Technical terms of news media and broadcast programming;

Grammar, editing, research, and creative writing skills;

Technical terms of video production;

Media editing programs and equipment;

Copyright laws and music licensing practices;

First Amendment and privacy policies;

Marketing and promotional practices;

Journalistic ethics;

Educational content standards;

Mission and Goals of SDCOE.

## ABILITY TO:

Complete assignments within strict time constraints;

Create and edit compelling content for presentations, video and audio scripts, brochures, and print ads;

Maintain confidentiality of sensitive information;

Effectively communicate in oral and written form;

Use excellent storytelling instincts with the ability to write succinctly and with flair;

Work on multiple tasks and stories simultaneously;

Establish and maintain effective working relationships with those contacted in the course of work;

Maintain confidentiality of information;

Demonstrate attendance sufficient to complete the duties of the position as required.

## **Working Environment:**

### ENVIRONMENT:

Television station, meeting room and office setting. This position requires flexible working hours. Must have the ability to travel to school and off-site locations as job requires. May be designated in an alternate work setting using computer-based equipment to perform duties.

### PHYSICAL ABILITIES:

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling, and significant fine finger dexterity. Generally, the job requires extended periods of time sitting, walking, and standing. The job is performed under minimal temperature variations. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

## **Education and Experience**

**Experience:** Three (3) years of full-time professional experience as a reporter or producer/director in an electronic news organization; OR three (3) years of full-time professional experience as a copywriter/producer working in an advertising/marketing/communications firm; OR three (3) years of full-time professional experience working in a television station writing and producing video productions. Hands on experience with video production equipment is required, experience with FCP X and Photoshop desirable. Experience working with social media, marketing products using social networking sites, or creating content that lives on such sites desirable; and

**Education:** A Bachelor's degree or work equivalent in communications, journalism, marketing/advertising or related field; or

**Equivalency:** A combination of education and experience equivalent to a bachelor's degree or work equivalent in communications, journalism, marketing/advertising or related field and three (3) years of full-time professional experience as a reporter or producer/director in an electronic news organization; OR three (3) years of full-time professional experience as a copywriter/producer working in an advertising/marketing/communications firm; OR three (3) years of full-time professional experience working in a television station writing and producing video productions. Hands on experience with video production equipment is required, experience with FCP X and Photoshop desirable. Experience working with social media, marketing products using social networking sites, or creating content that lives on such sites desirable.

Required Testing

N/A

Certificates, Licenses, Credentials

Valid California Driver's License

Continuing Educ./Training

N/A

Clearances

Criminal Justice Fingerprint/Background Clearance

Physical Exam including drug screen

Tuberculosis Clearance

FLSA Status: Exempt

Salary Grade Classified Management, Grade 034

**Personnel Commission Approved:** March 17, 2021

Revised: N/A