



**SAN DIEGO COUNTY OFFICE OF EDUCATION
Personnel Commission**

CLASS TITLE: ITV WRITER/PRODUCER- Grade M32

Under minimal supervision, the ITV Writer/Producer will investigate, research, develop, implement, coordinate, produce, oversee, write scripts, and manage visual stories and information for the San Diego County Office of Education (SDCOE) ITV. The position will as supervise Instructional Television (ITV) production and staff activities to ensure efficient and effective production.

REPRESENTATIVE DUTIES:

This position description is intended to describe the general nature and level of work being performed by the employee assigned to the position. This description is not an exhaustive list of all duties, responsibilities, knowledge, skills, abilities and working conditions associated with the position. Incumbents may be required to perform any combination of these duties. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

ESSENTIAL FUNCTIONS:

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.

Works 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 and to the public and to employees.

Works with limited supervision and makes 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; 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; schedule facilities use and ensure compliance with timelines and standards of quality.

Work as member of production crew as needed for various live and recorded productions.

Supervise and evaluate the performance of assigned personnel; authorize overtime and temporary help according to established guidelines.

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.

NON-ESSENTIAL FUNCTIONS:

Performs related duties as assigned.

CREDENTIALS, CERTIFICATES, LICENSES OR OTHER REQUIREMENTS:

California Driver's License to travel throughout the county.

EDUCATION AND EXPERIENCE:

A bachelor's degree in communications, journalism, marketing/advertising or other 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.

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 story telling instincts with the ability to write succinctly and with flair.

Work on multiple tasks and stories simultaneously.

React to changes, updating content.

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 CONDITIONS & PHYSICAL ABILITIES:

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.

Must be able to: hear and speak to exchange information; see to perform assigned duties; recognize and distinguish colors; sit, stand, kneel, stoop for extended periods of time; bend at the waist, reach overhead, above the shoulders and horizontally to retrieve and service television and audiovisual equipment; lift objects weighing up to 50 pounds; possess dexterity of hands and fingers to repair and operate equipment; climb antenna towers to 50 feet.

Established	Revised	Approved by Personnel Commission	FLSA Status	Job Code	Salary Grade
4/2016		April 20, 2016	Exempt		M32