OPERATIONS MANAGER, MEDIA AND CREATIVE SERVICES

Purpose Statement:
The job of Operations Manager, Media and Creative Services is responsible for overseeing the infrastructure for the Media and Creative Services department and ensures a seamless media distribution flow and excellent customer service across a variety of platforms, including cable television, live streaming, digital and social media. The Operations Manager, Media and Creative Services leads all aspects of live virtual events for SDCOE, technology selection, maintenance, customer service, and collaborates on all aspects of events within the unit; and supervises and evaluates assigned staff.

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:

- Determine equipment needs of the studios, backroom server technologies, play-out servers, graphics, editing bays, ENG recording, lighting and various other live and recorded production necessities ensuring content acquisition and delivery including the technology used in facilitating the JRRTC Technology Center.
- Direct the maintenance and operation of all television production, webcasting and broadcasting systems and equipment, (e.g. cameras, editing systems, sound recording and station equipment, etc.) ensuring the availability of materials required and all equipment in working order.
- Research, determine specs, and recommend purchase decisions on media technology systems, equipment and services developing functional criteria for products, developing ROI at different price points, and making recommendations for acquisition to achieve state of the art facilities and services related to various projects and future needs.
- Supervise the technical team in the repair and maintenance of ITV and other related systems and equipment maintaining necessary systems and equipment and ensuring department outcomes are achieved.
- Responsible to work with SDCOE divisions related to projects for the Media and Creative Services department ensuring grant requirement and specifications are met, provide follow up reports, accounting cost and staffing time information as needed.
- Oversee technology for meeting spaces at SDCOE’s main campuses and ensures all equipment is reliable and up to date.
- Stay up to date on trends in media distribution and updates media formats and distribution processes based on current needs and best practices.
- Coordinate schedules and ensure staffing to: Maintain continuity of operations for 24 cable television station; make sure all video productions have necessary crew; and ensure appropriate staffing for meetings and events at all SDCOE locations, including virtual events.
- Ensure SDCOE is compliant with all applicable laws and regulations, including FCC requirements.
• Maintain quality service by enforcing quality and customer service standards, analyzing and resolving quality and customer service problems, and recommending system improvements.
• 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.
• 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 purposes of ensuring the efficient and effective functioning of the work unit.

Job Requirements: Minimum Qualifications:
Knowledge and Abilities

KNOWLEDGE OF:
Read technical information, compose a variety of documents, and/or facilitate group discussions;
Analyze situations to define issues and draw conclusions;
Advanced principles and practices of television and media production techniques;
Specific knowledge-based competencies required to satisfactorily perform the functions of the job include media editing programs and equipment; budget and fiscal management; networking and storage; media files; and formats.

ABILITY TO:
Operate equipment used in video or television production;
Plan and manage projects;
Use pertinent software applications;
Interact with outside contractors and clients to efficiently produce programs that serve the educational objectives of SDCOE;
Schedule activities, meetings, and/or events;
Flexibility is required to work with others in a wide variety of circumstances;
Work with data utilizing defined processes;
Operate equipment using a variety of processes;
Specific ability-based competencies required to satisfactorily perform the functions of the job include: adapting to changing work priorities; communicating with diverse groups; meeting deadlines and schedules; setting priorities; working as part of a team; and working with frequent interruptions.

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: occasional 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 sitting, walking, and standing. The job is performed in a generally hazard free environment. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

**Education and Experience**

**Experience:** Five (5) years of increasingly responsible experience with technology related to: networking and storage, meeting and conference room technology, live streaming and events. Television and radio experience preferred. Including three (3) years of management experience in television station, network, or production house, including leading and supervising the work of technical staff.

**Education:** A bachelor’s degree or work equivalent in media, communications, or related field; or

**Equivalency:** A combination of education and experience equivalent to a bachelor’s degree or work equivalent in media, communications, or related field and five (5) years of increasingly responsible experience with technology related to: networking and storage, meeting and conference room technology, live streaming and events. Television and radio experience preferred. Including three (3) years of management experience in television station, network, or production house, including leading and supervising the work of technical staff.

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<tr>
<th>Required Testing</th>
<th>Certificates, Licenses, Credentials</th>
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<tr>
<td>N/A</td>
<td>Valid California Driver’s License</td>
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<th>Continuing Educ./Training</th>
<th>Clearances</th>
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<td>N/A</td>
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<td>Criminal Justice Fingerprint/Background Clearance</td>
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<td>Physical Exam including drug screen</td>
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<td>Tuberculosis Clearance</td>
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**FLSA Status:** Exempt

**Salary Grade** Classified Management, Grade 044

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

**Revised:** N/A