

Broadcast Production Coordinator
New Hanover County Schools

Job Description

Class: **Classified**
Division: **Superintendent**

TITLE: **Broadcast Production Coordinator**

QUALIFICATIONS:

1. Bachelor's Degree in Television Production, Videography, Public Relations, Graphic Design or a related field or an equivalent combination of education and experience.
2. Five years of increasingly responsible experience in television production and coordinating educational programming for a broad television audience.
3. Spanish Bilingual proficiency preferred.
4. Valid North Carolina driver's license.

REPORTS TO: Chief Communications Officer

JOB GOAL: To ensure high quality productions and programming for New Hanover County Schools.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

1. Follow all rules, policies and procedures of New Hanover County Schools, along with state and federal regulations pertaining to school systems.
2. Develop, monitor and oversee the production and schedule of school system programs; serve as gatekeeper for productions and programming on the access channel.
3. Serve as the school system representative with local networks; act as liaison for the school system with local organizations.
4. Develop the strategic role of the school system studio including marketing the NHCS-TV programs.
5. Provide training in videography and computer editing; work with principals and teachers in promoting school events and special projects.
6. Attend training sessions and/or seminars as required to maintain or enhance skills that may be required for the specific operations of the department.
7. Communicate effectively with school administrators, vendors, and other school personnel to

coordinate programs with all school/department sites in the school system.

8. Prepare and manage a budget for the studio; purchase equipment and supplies necessary for programming; write and administer grants.
9. Oversee live broadcasts; work directly with cable company to ensure quality signal; write scripts for school system programming, public service announcements and promotional videos.
10. Serve as co-producer, marketing and technical expert for special school system events.
11. Perform related duties and responsibilities as requested by the Chief Communications Officer.

The above statements describe the general nature and level of work being performed by individuals assigned to this job. This is not intended to be an exhaustive list of all responsibilities and duties required of personnel so employed.

Terms of Employment: Twelve-month work year/At Will/Exempt

Starting Salary and/or Grade: Grade 73

Evaluation: Performance of this job will be evaluated in accordance with provisions of the Board and local policy on evaluation of personnel.

Knowledge, Skills and Abilities:

- Thorough knowledge of broadcasting and editing equipment (both linear and non-linear) and software.
- Ability to use a variety of computer software; thorough knowledge of wiring and cabling of video and audio equipment.
- Ability to use a character generator and software.
- Ability to communicate clearly and concisely, both orally and in writing; ability to communicate well with school personnel, employees, students and news media.
- Ability to establish and maintain effective working relationships as necessitated by work assignments.
- Physical dexterity to perform duties and responsibilities of the job.
- Ability to bend, stoop, climb and lift a minimum of 25 pounds.