

SAN DIEGO COUNTY OFFICE OF EDUCATION
Personnel Commission

CLASS TITLE: VIDEO/CONTENT TECHNICIAN

DEFINITION:

Under direct supervision, the Video/Content Technician acquires and produces content and ensures that content is delivered via SDCOE's cable channels and other platforms. The Video/Content Technician works primarily in video, but also in a variety of media platforms, including but not limited to still photography and audio.

DIVERSITY STATEMENT:

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.

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:

Prepares daily ITV program air logs and assures proper runtime (TRT).

Maintains master video library, and organizes file storage in cooperation with master control and production staff.

Prepares ITV schedule and description of programs for multiple media formats.

Coordinates scheduling of ITV teleconferences, satellite feeds and off-air recordings.

Creates and produces on-air promotion spots, public service announcements and various other interstitial materials.

Assists the production department in the creation of new programming including camera, lighting, audio and production work.

Adds program promotions and public service announcements to run schedules.

Prepares statistical and numerical reports as required for production, programming or traffic.

Maintains files and records of ITV transmission schedules, recordings, program materials and sources.

Maintains inventory and catalog of instructional television programs.

Assists in the development and design of program utilization surveys.

Assists with phone coverage and viewer inquiries as needed.

Assists with clients, directors, producers, and others to ensure the final product meets their needs and expectations.

Contributes creative ideas and suggestions to improve the overall quality of videos.

Prepares and delivers final videos in the appropriate format and ensures they are properly distributed to the intended audience.

Shares knowledge and experience with students via job shadowing, hosting field trips, career days, internships and other opportunities.

NON-ESSENTIAL FUNCTIONS:

Perform related duties as assigned.

CREDENTIALS, CERTIFICATES, LICENSES OR OTHER REQUIREMENTS:

Valid CA driver's license to travel to shoot locations.

EDUCATION AND EXPERIENCE:

Any combination of training and experience equivalent to: completion of two years of college with major course work in communication, media or other related field and at least two years of increasingly responsible television experience related to program scheduling traffic control, on-air promotions, and video editing. A bachelor's degree in media or communications is desirable.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Television program scheduling, and traffic control procedures and support documents;

Video camera operation, sound recording, field production methods and techniques;

Advanced computer skills including use of software for traffic and video production and editing;

Video storytelling techniques;

Editing processes, equipment, and software;

Videography, photography, and editing principles and best practices;

Modern office procedures and organization;

Proper formats for correspondence and reports;

Correct English usage, spelling, punctuation vocabulary and grammar;

Basic arithmetic;

Alphabetical and numerical filing;

Terminology and procedures related to instructional television;

Safety practices related to area of assignment.

ABILITY TO:

Promote a human-centered culture that elevates the strengths of others creating a sense of belongingness;

Practice cultural competency while working collaboratively with diverse groups and individuals;

Ensure that assigned projects adhere to SDCOE brand standards;

Write scripts, edit video footage, create graphics and animation;
 Type accurately at a rate sufficient for successful job performance;
 Operate standard office and video production equipment, including computer, calculator copier, camera, lights, audio, and editing;
 Plan and organize work on a daily and long-term basis;
 Communicate effectively orally and in writing;
 Set up, organize and maintain files related to traffic, programming and production;
 Establish and maintain effective and cooperative working relationships with staff, other SDCOE departments, general public, teachers and school personnel;
 Calculate time intervals when creating on-air schedules;
 Work accurately and independently with limited supervision.

WORKING CONDITIONS & PHYSICAL ABILITIES:

The work environment is a combination of an office, outdoor locations, and television production environments. Incumbents may be required to work flexible hours to accommodate production schedules, and some night/weekend hours may be required.

Must be able to hear and speak to exchange information; see to perform assigned duties; sit or stand for extended periods of time; possess dexterity of hands and fingers to operate computer, office, and production equipment; kneel, stoop, crawl, stretch, bend at the waist, and reach overhead, above the shoulders and horizontally, to retrieve and store files and perform production duties; and lift materials/objects weighing up to 50 pounds. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

Established	Approved by Personnel Commission	Revised	FLSA Status	Salary Grade
10/2002	October 31, 2002	06/2007; 10/2023	Non-Exempt	Classified Support Grade 054