

JOB DESCRIPTION
San Diego County Office of Education

MANAGER, MEDIA AND OPERATIONS

Purpose Statement:

The Manager, Media and Operations is responsible for overseeing the content and infrastructure for the Communications department and ensures a seamless media distribution flow and excellent customer service across a variety of platforms, including cable television, live streaming, and digital and social media. The Operations Manager, Media and Creative Services leads all aspects of video production for SDCOE, oversees technology selection, maintenance, leads content acquisition and distribution for SDCOE's two cable channels, ensures excellent customer service, and ensures all video produced by SDCOE meets established video and brand standards.

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.

Essential Functions:

- Produces and acquires programming content for SDCOE's Public Access, Education and Government (PEG) cable channels; ensures cable television content supports the goals identified by the Board of Education and SDCOE leadership.
- Oversees creative projects for a variety of digital and media platforms.
- Develops and implements a variety of creative strategies to support SDCOE's goals and objectives.
- Leads a technical team who produce, shoot, and edit high-quality videos for SDCOE and educational partners, including but not limited to videos for training, social media, promotions, and feature-length programs.
- Communicates effectively to clients and partners about costs, timelines, and specifications of projects.
- Determine equipment needs for video production and delivery on a variety of platforms, including cable television and live streaming, and digital platforms.
- Supervise the technical team in the repair and maintenance of audio, visual, cable television, ~~ITV~~ and other related systems to ensure outcomes are achieved.
- Stays up to date on trends in media distribution and updates media formats and distribution processes based on current needs and best practices.

- Coordinates schedules and ensures staffing to maintain continuity of operations for 24-hour cable television station; makes sure all video productions and other projects have the necessary crew.
- Ensures SDCOE is compliant with all applicable laws and regulations, including Federal Communication Commission (FCC) requirements.
- Supervises and evaluates 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:

Human centered and socially conscious leadership;

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:

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;

Read technical information, compose a variety of documents, and/or facilitate group discussions;

Analyze situations to define issues and draw conclusions;

Ensures that assigned projects adhere to SDCOE brand standards;

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;

Adapting to changing work priorities;

Communicating with diverse groups;

Meeting assigned deadlines and schedules;

Working with frequent interruptions.

Working Environment:

ENVIRONMENT:

Television station, office settings, and community and school sites. 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: video production, networking and storage, live streaming, and events. Television and radio experience preferred. Experience must include 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 video production, media, communications, or related field and five (5) years of increasingly responsible experience with technology related to: networking and storage, live streaming and events. Television and radio experience preferred. Experience must include three (3) years of management experience in television station, network, or production house, including leading and supervising the work of technical staff.

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 044

Personnel Commission Approved: March 17, 2021

Revised: 10/2023