

ST. MARY'S COUNTY PUBLIC SCHOOLS
EXEMPT EDUCATION SUPPORT PROFESSIONAL POSITION DESCRIPTION

MEDIA PRODUCTION COORDINATOR

POSITION: Media Production Coordinator

REPORTS TO: Chief Strategic Officer

LOCATION: Office of Strategic Initiatives

NATURE OF WORK:

This is a twelve-month administrative and technical position. The employee is responsible for providing the planning, development, and preparation of video programming responsive to both internal and external needs of the school system. Work includes directing professional staff and equipment in the completion of written narrations and productions to create professional presentations for clients and transforming community issues into electronic programming. Building and maintaining a 24 x 7 programming schedule for the school systems video channel is a critical part of this job.

ESSENTIAL FUNCTIONS:

- Ability to professionally relate to and collaborate with co-workers, students, and community members
- Ability to understand and maintain confidentiality
- Ability to use technology effectively to complete tasks
- Ability to report to work daily and on time
- Ability to organize, supervise, coordinate and establish priorities of tasks to be completed
- Ability to work independently in the absence of detailed instructions and to follow complex oral and/or written instructions
- Ability to communicate courteously and tactfully with staff, students, parents, and the community in a timely manner
- Ability to work under pressure
- Possess skills of script writing and electronic field production management
- Possess excellent time management skills and the ability to take initiative and make decisions within assigned responsibility in a challenging, fast-paced professional environment and be flexible in work responsibilities and hours
- Possess knowledge of the programs, policies, and procedures of the St. Mary's County Public School

DUTIES AND RESPONSIBILITIES:

- Translates current issues and items of interest into television programming
- Produces informational programs on school system initiatives for broadcast
- Coordinates various elements of SMCPs participation and external media in the release of tele-productions
- Interacts with all levels of management and staff to ensure policies and priorities are met while improving communication via television
- Provides programming for the 24 x 7 operation of a video channel for the school system
- Makes final evaluation of programs best suited for internal/external release
- Reviews scripts and makes post-production critiques with staff to ensure high standards of program content
- Possesses marketing skills for video programs presented to public groups and individuals

- Approves production dates to avoid time conflicts and ensures efficient use of studio and staff time
- Demonstrates continuous effort to improve operations, decrease turnaround times, streamline work processes, and work cooperatively and jointly to provide quality seamless customer service
- Produces and facilitates video production of Board of Education meetings and special events during evening and weekend hours
- Coordinates the use of the public access studio
- Takes photographs to be used in print, video, and social media
- Works collaboratively with the digital media team to stream programs to the community
- Assists the digital media team in website maintenance and updates
- Supervise hourly workers and students, mentoring them on remote shoots
- Uploads videos to maintain current events on the YouTube channel
- Performs other related and non-related job duties as assigned

QUALIFICATIONS:

Required:

- Bachelor's degree in broadcast journalism or communications.

Preferred:

- Two (2) years of professional and management experience in broadcasting and audiovisual industries
- Teaching experience

TERM OF EMPLOYMENT:

Full-time twelve-month position.

SALARY GRADE RANGE:

The salary for this EXEMPT position will be based on EASMC-ESP salary schedule for twelve-month seven-hour employees – Range 32.

BARGAINING UNIT ELIGIBILITY: EASMC-ESP

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