

VIDEO PRODUCTION COORDINATOR

JOB SUMMARY

Under general supervision, to plan, organize, tape, produce, and direct video programs for cablecast on the City's municipal access channel and for City training purposes; to supervise video production staff; to monitor cable television performance; to coordinate public access programming; and perform related duties as required.

CLASS CHARACTERISTICS

This position works under the general direction of the Telecommunications Manager. The incumbent writes, tapes and edits video programs in a variety of lengths and formats for cablecast on the Costa Mesa Municipal Access Channel and for use in training City employees and representatives. The position coordinates programming with subject area specialist while utilizing appropriate audiovisual techniques. The employee is expected to supervise full-time and part-time video production staff. This position is expected to order, monitor and maintain equipment, arrange public access programming, and monitor the technical quality of cable television programming provided under contract.

ESSENTIAL FUNCTIONS

These functions may not be present in all positions in this class. When a position is to be filled, the essential functions will be noted in the announcement of position availability. Management reserves the right to add, modify, change or rescind work assignments as needed.

Advise, develop and produce videotape productions for City departments, events, City Council and commissions, including format design, writing of scripts and interview questions, editing, preparation of storyboards, lighting, sound dubbing, establishing audio levels, designing sets, camera operation and creation of special effects.

Provide special event audio/visual set-up to other departments and staff including the preparation of presentations, videos, microphones, and other equipment/materials.

Coordinate the production of televised video programs with cable company representatives, including public, education, and government programs.

Maintain & monitor web streaming of Municipal Access channel, including maintenance of public meetings. Organize and maintain video library and digital archives of multiple formats, including the organization of public recorded meetings, show archives, and historical footage, and provide duplication services to the public.

Select, train, supervise and evaluate the work of production support staff.

Prepare production schedules and budgets and request equipment and supplies.

Maintain and adjust a variety of production equipment, including video cameras, tape machines, microphones, television monitors, character generators, modulators and other accessories.

Develop policies and procedures for municipal cable access programs and write goals and objectives for public programming.

Monitor cable television operational performance and investigate public complaints.

Perform video equipment engineering, equipment networking, and system installation, manage assigned video/cable related projects, and develop audio/video equipment specifications.

Keep departmental management abreast of changes in cable-related technology and regulatory information, attends and participates in seminars and related committees/organizations.

Performs other related work as required.

MARGINAL FUNCTIONS

Serve as on-camera host and interviewer for magazine and other programming and announce youth sporting events.

Assist in the development and production of promotional materials and mailings.

QUALIFICATIONS GUIDELINES

A typical way to obtain the requisite knowledge and abilities to perform the duties and responsibilities of this classification is as follows:

Education, Training and/or Experience

Equivalent to graduation from an accredited four-year college or university with a major or specialized coursework in broadcasting, video communications, radio/television or a related field. Five years of experience designing videotape programs and working with a variety of television production equipment in a television station or cable television production studio. Additional experience in an administrative or supervisory capacity is desirable.

License and/or Certificate

Possession of a valid Class C California Driver's License. Revocation of license during employment may result in disciplinary action or reassignment.

Requisite Knowledge and Skill Levels

Principles, practices, methods, techniques and equipment used in the design, creation and production of videotape and cable television programs, including creative formats for presentation purposes.

Principles, practices, methods, techniques and equipment used in computer networking and web-streaming.

Cable television operations and the operation of portable and studio video equipment.

Commonly used video and digital composing programs

Engineering, installation, operation and maintenance of audiovisual and production equipment including sound and lighting systems.

Effective scheduling of equipment, facilities and staff.

Principles of employee motivation and supervision.

Requisite Abilities

Conceptualize, plan, develop, organize, produce and present video productions.

Plan, coordinate and supervise the work of supporting staff.

Perform web-streaming, computer networking and use PC and MacIntosh computer operating systems proficiently.

Use a variety of complex video and digital composing programs.

Independently operate all aspects of video and cable television production equipment.

Set up, operate and maintain video equipment.

Plan, organize and schedule work independently to meet deadlines.

Communicate effectively with staff, community groups, City officials and employees.

Work extensive or unusual hours, including evenings and weekends as needed.

PHYSICAL TASKS AND ENVIRONMENTAL CONDITIONS

See attached summary of most demanding essential physical tasks and environmental factors for the class.

Employee accommodations for physical or mental disabilities will be considered on a case-by-case basis.

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