

CITY OF MADISON POSITION DESCRIPTION

1. Name of Employee (or "vacant"):

vacant

Work Phone:

2. Class Title (i.e. payroll title):

City Channel Producer/Director

3. Working Title (if any):

4. Name & Class of First-Line Supervisor:

Rich Beadles, Technical Services Manager

Work Phone: 261-9649

5. Department, Division & Section:

Information Technology Technical Services Media Team

6. Work Address:

7. Hours/Week: 0.70 FTE, 27.125 Hrs/Week

Start time: End time:

8. Date of hire in this position:

9. From approximately what date has employee performed the work currently assigned:

-
10. Position Summary:

This is responsible technical and administrative work in managing digital media files and associated data for Madison City Channel and other Media Team functions. Work involves organizing shared media storage, scheduling programs for playback on Madison City Channel, organizing data associated with digital media files and presenting data as needed to the Web Team, reporting agencies, media outlets, and others. Additional duties involve managing digital assets, settings, and reports for the Mediasite streaming media system, acquiring and preparing PSAs and other content for Madison City Channel, and serving as a Producer/Director or Production Assistant. The work is performed independently under the general supervision of the IT Technical Services Manager, and is reviewed through periodic conferences and evaluations of finished products.

11. Functions and Worker Activities: (Do NOT include duties done on an "Out-of-Class" basis.)
- 35% A. Manage media files
 1. Prepare daily playback schedules for Tightrope playback server
 2. Prepare graphical programming alerts and promotional materials for Tightrope schedule
 3. Manage media files on ProMAX shared storage servers
 4. Acquire, edit, transcode, and otherwise prepare externally sourced content
 5. Coordinate production of promotional videos for Madison City Channel programming
 - 30% B. Manage data associated with media files
 1. Manage Filemaker database, monitor data integrity for media files and databases
 2. Create playback instances in Filemaker database and Scheduling Application
 3. Export reports from Filemaker database for news media and schedule reporting agencies
 4. Send website highlight information to Web Team
 5. Prepare annual import of replay dates for Filemaker and Scheduling Application
 - 15% C. Manage Mediasite streaming media system
 1. Manage streaming media files, determine proper codecs and bitrates for live and on-demand streaming content, and manage imports from Polycom systems and exports for podcasts
 2. Manage file/folder structure for Presentations, Schedules, Catalogs, and other Mediasite objects
 3. Manage Presentation settings including Player templates, links, chapters, and interactive features like polls and audience questions
 4. Manage Catalogs and make sure Presentations appear in appropriate Catalogs by creating and managing searches for tags and other Presentation attributes
 5. Manage security/permissions, coordinate integration with Active Directory for City users, and create and manage Mediasite user accounts for County users.
 - 15% D. Serve as Producer/Director or Production Assistant
 1. Produce and direct meetings, public affairs shows, event coverage, and promotional videos
 2. Operate cameras, audio mixers, and other production equipment
 3. Act as Assistant Director
 4. Act as Technical Director
 5. Perform set and lighting work
 - 5% E. Miscellaneous Duties
 1. General staff meetings
 2. Planning/discussion
 3. Personal training
 4. Misc. administrative tasks
 - 5.

12. Primary knowledge, skills and abilities required:

Thorough knowledge of broadcast scheduling for digital media playback servers

Working knowledge of databases and database applications

Working knowledge of streaming media management systems

Knowledge of shared storage systems

Knowledge of professional non-linear editing products and graphic design software

Knowledge of television/video production, methods and techniques, including experience in or familiarity with the following roles: Producer/Director, Assistant Director, Technical Director, Lighting Technician, Camera Operator, and Audio Operator

Working knowledge of television/video production equipment such as HD video cameras, microphones, audio mixers, and production switchers

Ability to create playback schedules for a cable television channel, including scheduling regular programming, scheduling filler programming based on kill dates, and creating graphical programming alerts and promotional materials

Ability to Manage media files on a shared storage system, move files to or from appropriate volumes, transcode files to multiple formats, and archive or delete files as appropriate

Ability to ensure data in main database is accurate and matches data in other locations, prepare custom reports from database, and import and export data to and from databases

Ability to manage streaming media files and their associated data, organize folders, presentations, catalogs and other assets, and manage security and permissions for a streaming media system

Ability to set up, test, and operate equipment such as HD video cameras, microphones, audio mixers, and production switchers

Ability to exercise initiative in organizing and coordinating multiple ongoing projects

Ability to establish effective working relationships with co-workers, client agencies and the public

Ability to communicate effectively, both orally and in writing

Ability to work as a part of project/production crew team

13. Special tools and equipment required:

14. Required licenses and/or registration:

15. Physical requirements:

16. Supervision received (level and type):

17. Leadership Responsibilities:

This position: is responsible for supervisory activities (Supervisory Analysis Form attached).
 has no leadership responsibility.
 provides general leadership (please provide detail under Function Statement).

18. Employee Acknowledgment:

- I prepared this form and believe that it accurately describes my position.
- I have been provided with this description of my assignment by my supervisor.
- Other comments (see attached).

EMPLOYEE

DATE

19. Supervisor Statement:

- I have prepared this form and believe that it accurately describes this position.
- I have reviewed this form, as prepared by the employee, and believe that it accurately describes this position.
- I have reviewed this form, as prepared by the employee, and find that it differs from my assessment of the position. I have discussed these concerns with the employee and provided them with my written comments (which are attached).
- I do not believe that the document should be used as the official description of this position (i.e., for purposes of official decisions).
- Other comments (see attached).

SUPERVISOR

DATE

Note: Instructions and additional forms are available from the Human Resources Dept., Room 501, City-County Bldg. or by calling 266-4615.