

## DIGITAL MEDIA SUPERVISOR

### CLASS DESCRIPTION

#### General Responsibilities:

This is professional supervisory and program management work leading a team of technicians in the planning, design, review, configuration, programming, management and support of the City's television station, Madison City Channel, and the City's digital media. This position is responsible for making policy and setting direction with Madison City Channel, digital media, and media and audiovisual systems design for the City of Madison. The work involves scheduling, assigning and supervising the activities of employees and crews performing a variety of media related technical and video production functions. The incumbent will provide leadership, supervision, work review, evaluation, training and mentoring for the team, and participate in hiring and promotion decisions. This position also provides guidance and consultation to internal city staff, including Department and Division heads, the Mayor's and Council offices, and managers, as well as consultation for external customers/entities. Under the general supervision of the IT Technical Services Manager in the Information Technology (IT) Department, the work is characterized by direct responsibility and accountability for planning, coordinating and completing projects and assignments, and by the frequent need to apply independent judgment and discretion.

#### Examples of Duties and Responsibilities:

Oversee the administration of the Madison City Channel and the City's digital media. Develop, plan and monitor strategic direction of Madison City Channel. Develop and maintain the technical architecture for Madison City Channel, and develop and oversee the maintenance of facility plans, the determination of equipment and facility needs, and the modification of the facility to meet organizational needs. Design physical systems and develop workflows for media production, editing, encoding, storage, and distribution systems. Develop policies and guidelines for production, programming, video coverage, playback stations, equipment purchases, outreach and public-facing applications. Develop and maintain standards regarding appropriate archiving of videos on the website. Determine methods of video and digital media integration with website, social media, outreach, and public-facing applications with consultation from Web Team Manager. Oversee Madison City Channel's presence on the City of Madison website. Ensure meetings and other programming are posted in a timely fashion and made available for public viewing. Ensure adherence to Federal, State, and local laws and guidelines. Manage enterprise-wide streaming video and audio-visual services.

Supervise the activities of the Digital Media Team staff, which includes permanent and hourly technical employees. Oversee hiring processes, and the training and professional development of employees. Create training documents/outlines. Prepare daily work plans, schedule work hours and assign work. Approve leave and timesheets. Prepare agendas and conduct weekly staff meetings. Monitor the work of crews and employees. Ensure adherence

to policies and guidelines. Evaluate performance and conduct annual individual meetings. Address inappropriate behavior through training, verbal explanation, and discipline if necessary. Maintain personnel, production and related records.

In conjunction with the Information Technology management team, develop annual operating and capital budgets. Project financial resources, revenues, and expenditures. Monitor approved budget allocations and inter-departmental and other billings.

Research, specify and purchase equipment and software. Prepare and/or assist with drafting requests for bid and/or proposals. Provide input on vendor selection

Provide media and audiovisual systems design consultation and support. Collaborate with City Engineering and other Agencies to develop media and audiovisual plans and develop specifications for specific public works projects, and to develop standard specifications for media and audiovisual systems and equipment in all public works projects. Work with contractors to ensure compliance with plans and specifications. Design and develop implementation and support plans for audiovisual systems, including video, audio, and presentation capture, monitoring, routing, and recording, sound reinforcement, audiovisual device control, videoconferencing, and IP television. Perform site surveys and recommend specify models and locations of IP security cameras.

Design media production, editing, encoding, storage, and distribution systems for use by the Media Team. Oversee the installation and maintenance of equipment and software for Media Team production, editing, encoding, storage, and distribution systems. Troubleshoot and diagnose problems with systems and components, determine appropriate service solutions, and work with service providers where maintenance agreements exist. Create and update system schematics, and collect and organize user manuals and other documentation.

Oversee all team project management. Meet with customers to determine business need and constraints. Provide education to IT staff and customer. Develop and/or review proposals for individual productions and series. Develop and coordinate collaborative programming activities involving Madison City Channel, City agencies, elected officials, appointed board members, and community organizations and institutions. Evaluate processes and products for technical and security considerations. Determine timeline, budget, staffing and ongoing support requirements. Coordinate with outside producers/hosts, production contacts and venue contacts. Coordinate with other IT teams as required for projects. Schedule and document all website changes. Ensure quality assurance and testing are performed. Monitor project budget and approve payments to vendors. Conclude project and provide long-term system support.

Attend Department management meetings. Represent Technical Services Division and the IT Department as needed.

Prepare status reports and other communications. Maintain records.

Attend technical training, read industry publications, and keep current in technologies.

Perform related work as required.

## QUALIFICATIONS

### **Training and Experience:**

Generally, positions in this classification will require:

Four years of responsible experience in the production and direction of television programs, including at least one year of leadership or supervisory experience, and a Bachelor's degree in broadcasting, communications or a closely related field. Possession of a related Associate's degree and an additional year of related experience may substitute for the Bachelor's degree. Other combinations of training and/or experience which can be demonstrated to result in the possession of the knowledge, skills and abilities necessary to perform the duties of these positions will also be considered.

Specific training and experience requirements will be established at the time of recruitment.

### **Knowledge, Skills and Abilities:**

Thorough knowledge of digital media, and video and broadcast equipment and systems, including system design, installation, maintenance, operation and management. Thorough knowledge of media encoding, storage and distribution systems and techniques and familiarity with broadcast automation systems. Thorough knowledge of and ability to use computers as it relates to media production, editing, encoding, storage, and distribution. Thorough knowledge of television/video production, methods and techniques, including producing, directing, scripting, lighting, photography, audio operation and editing. Thorough knowledge of television programming, scheduling and cable casting methods, procedures, and techniques of the master control and character generator operations. Working knowledge of programming, planning, and project management techniques and methods. Working knowledge of supervisory principles, and practices. Working knowledge of principles and practices of governmental budgeting and purchasing procedures and practices. Knowledge of the regulations, which apply to Cable TV and telecommunications operations. Ability to learn computer software packages and adapt for specific user application quickly and effectively. Ability to troubleshoot and repair equipment and systems. Ability to exercise initiative and creativity in planning and directing production related activities, including pre-production planning and subject research, budgeting, facilities and equipment; and oversight of crew activities. Ability to exercise initiative in organizing, planning, and executing design, purchase, maintenance, repair, and long-range planning activities, including preparing and updating long-range purchasing plans. Ability to develop and implement missions, strategic goals, and objectives for the team. Ability to plan for system scalability, growth, and budget requirements. Ability to determine customer needs and define the scope of projects. Ability to develop realistic estimates, establish realistic schedules and meet

