

CITY CHANNEL PRODUCER/DIRECTOR

CLASS DESCRIPTION

General Responsibilities:

This is responsible technical work in producing programming and other video materials for Madison City Channel and other client agencies. Work involves providing leadership and administrative support for production activities; training, directing and evaluating production crew members; and serving on production crews. The work is performed independently under the general supervision of the City Channel Manager, and is reviewed through periodic conferences and evaluations of finished products.

Examples of Duties and Responsibilities:

Produce, script, photograph, direct and edit videos for City Channel and other client agencies. Work involves pre and post-production activities including non-linear editing and graphics creation. Prepare and monitor budgets for assigned projects.

Produce and direct meeting coverage and live-on-tape public affairs programming.

Train, direct and evaluate hourly/work study crew members.

Assist City Channel Manager or other City Channel Producer/Directors with production related activities.

Serve as a member of a production crew and provide assistance to a project producer/director, as required.

Perform related work as assigned.

QUALIFICATIONS

Knowledge, Skills and Abilities:

Working knowledge of television/video production, methods and techniques, including: producing, directing, scripting, lighting, photography, audio operation and editing. Working knowledge of professional non-linear editing products and graphic design software. Working knowledge of television/video production equipment such as HD video cameras, production switchers and video editing systems. Knowledge of project planning and budgeting techniques. Ability to exercise initiative and creativity in planning and directing production related activities, including pre-production planning, budgeting and scheduling of crews, facilities and equipment; and oversight of crew activities. Ability to produce and direct live and remote television products, including assessing equipment and logistical needs and equipment set-up, placement and testing. Ability to set up and test equipment and to direct others to do so. Ability to operate equipment such as cameras, switchers and video editors. Ability to use professional editing products and graphic design software. Ability to exercise

initiative in organizing and coordinating multiple ongoing projects. Ability to provide training and supervise duties of production crew members. 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. Ability to occasionally work variable hours. Ability to maintain adequate attendance.

Training and Experience:

Generally, positions in this classification will require:

Two years of directly related technical experience in television/video production, including experience editing video. Such experience would normally be supplemented by a technical degree in video production and film editing, visual communications, or related field. 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 this position will also be considered.

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

Special Requirements:

Work involves covering meetings and other special events which occur outside normal work hours, including evenings and weekends.

| Department/Division | Comp. Group | Range |
|---|-------------|-------|
| Information Technology/Madison City Channel | 20 | 11 |

Approved: _____
 Brad Wirtz
 Human Resources Director
 _____ Date