

## **MEDIA TEAM LEADWORKER**

### CLASS DESCRIPTION

#### General Responsibilities:

This is responsible leadership work involving program management, and advanced technical work for the Information Technology Department Media Team. The work involves scheduling, assigning, and overseeing the activities of employees and crews performing a variety of media related technical and video production functions. Responsibilities also include performing technical work related to media systems, and equipment and software, and maintaining media production databases and the webcasting platform, Mediasite, in an as needed or back-up capacity. Under the general supervision of the IT Technical Services Manager, 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 in situations where supervisory input is not readily available.

#### Examples of Duties and Responsibilities:

Oversee and participate in the activities of the Media Team, which includes permanent, hourly part-time work-study staff. Schedule work hours. Assign Producer/Directors to special productions and video projects. Prepare daily work plans, communicate assignments to crew members, make daily reports to supervisor, and revise plan and assignments as necessary. Prepare agendas and conduct weekly staff meetings. Monitor the work of crews and employees, and report performance concerns to supervisor for action. Evaluate employees on a regular basis, and provide feedback to both employees and the supervisor. Provide input concerning the completion of probationary/trial periods and the retention and/or re-employment of seasonal/hourly employees. Enforce departmental and City-wide rules and regulations. Address inappropriate behavior through training or verbal explanation, referring more serious issues requiring formal discipline to the IT Technical Services Manager. Report and record employee attendance, and adherence to rules and regulations.

Train and orient new employees on job skills, safety procedures, and other department rules, procedures and procedures. Train production assistants on the use of equipment. Create training documents/outlines.

Collect, examine and approve staff timesheets. Process work-study payroll. Review payroll reports for errors or deficiencies. Create/distribute monthly programming reports. Maintain personnel, production and related records.

Process customer DVD duplication requests. Distribute program schedule email notifications. Send monthly program highlight information to the Web Team. Market appropriate productions using social media and other marketing tools. Schedule productions, and reserve studio and equipment/facilities. Communicate with clients and potential clients on special productions/projects.

Set up equipment and/or supervise the setting up of equipment for video productions. Oversee the work of production assistants. Direct crews during production. Perform post production

activities, such as editing and encoding. Coordinate with outside producers/hosts, production contacts and venue contacts.

Repair and perform preventative maintenance on media production, editing, encoding, storage, and distribution equipment. Troubleshoot and diagnose problems with systems and components, and determine appropriate service solutions. Design physical systems and develop workflows for media production, editing, encoding, storage, and distribution systems. Install and upgrade equipment and software for media production, editing, encoding, storage and distribution systems. Create and update system schematics, and collect and organize user manuals and other documentation.

Research, specify, and purchase equipment and software. Prepare and update long- and short-range purchasing plans. Prepare requests for quotes, bid requests, and HEAT purchase requests. Track capital spending and make appropriate changes to purchasing plans.

Develop and maintain FileMaker database of production, programming, and engineering information. Install, configure, and maintain FileMaker server and client software. Enter replay times and links, catalog information and meeting links into Filemaker and the Web application. Check kill dates for all programming and remove when necessary. Enter all replay dates into the Web app and Filemaker for the following year.

Schedule meetings and special presentations in Mediasite. Create presentations for special programming. Upload edited meetings. Upload videos to Youtube.

Perform related work as required.

## QUALIFICATIONS

### Knowledge, Skills and Abilities:

Thorough knowledge of television/video production, methods and techniques, including: producing, directing, scripting, lighting, photography, audio operation and editing. Thorough knowledge of production terms and techniques. Thorough knowledge of video and broadcast equipment and systems, including installation, maintenance, and operation. Thorough knowledge of media encoding, storage and distribution systems and techniques and familiarity with broadcast automation systems. Thorough knowledge of computer hardware and software as it relates to media production, editing, encoding, storage, and distribution. Thorough knowledge of television programming, scheduling and cable casting methods, procedures, and techniques of the master control and character generator operations. Thorough knowledge of technology applicable to television broadcasting. Working knowledge of non-linear editing products and graphic design software. Knowledge of project planning and budgeting techniques. 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 effectively plan, assign, and lead complex work of employees and crews. Ability to assess workloads and assign staff in accordance with work goals and in response to changes. Ability to delegate duties and ensure appropriate completion. Ability to train and motivate others to work efficiently and cooperatively. 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/or direct others to do so. Ability to exercise initiative in organizing and coordinating multiple on-going projects. Ability to provide training and supervise duties of production crew members. Ability to give, understand,

and follow oral and written work orders and instructions. Ability to work under tight deadlines and to resolve operational problems effectively. Ability to develop and maintain databases and/or database applications. Ability to troubleshoot and repair equipment and systems. 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 establish effective working relationships with staff, City agencies, and vendors of broadcast and media equipment, accessories, supplies, and services. Ability to communicate effectively with clients and co-workers, both orally and in writing. Ability to work as part of a project/production crew team. Ability to maintain adequate attendance.

Training and Experience:

Generally, positions in this classification will require:

Three years of directly related technical experience in the production and direction of television programs and videos, and the installation, repair, maintenance and operation of video and broadcast equipment and systems, including one year in a leadership capacity. Such experience will normally be gained after completion of a two-year technical school degree in broadcasting, communications, or a closely 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 these positions will also be considered.

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

Necessary Special Qualifications:

Possession of a valid driver's license or the ability to meet the transportation requirements of the position.

Work includes the ability to occasionally work variable hours (including nights and weekends) and be flexible.

Physical Requirements:

Ability to lift 50 lbs, operate a motor vehicle, climb stairs and ladders, and maneuver in tight locations behind equipment racks, etc

<b>Department/Division</b>	<b>Classification</b>	<b>Comp. Group</b>	<b>Range</b>
Information Technology	Media Team Leadworker	16	16

Approved:

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 Brad Wirtz  
 Human Resources Director

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 Date