

CITY OF MADISON POSITION DESCRIPTION

1. Name of Employee (or "vacant"):
Tanya Anderson
Work Phone: 266-6515
2. Class Title (i.e. payroll title):
City Channel Producer/Director
3. Working Title (if any):
Media Technology Specialist-Digital Asset Manager
4. Name & Class of First-Line Supervisor:
Herb King
Work Phone: 267-4911
5. Department, Division & Section:
Information Technology / Technical Services Division / Media Team
6. Work Address:
210 Martin Luther King Jr. Blvd. Rm #500
7. Hours/Week: 27.125 (70%)
Start time: 9am End time: 4pm M-Th
8. Date of hire in this position:
7/19/2015
9. From approximately what date has employee performed the work currently assigned:
10/29/2015

10. Position Summary:

This is a highly responsible, skilled technical and lead position in producing television programming and other video, graphical and audio materials for Madison City Channel, City agencies and other customers, and the City of Madison's website, as well as providing audio visual systems integration and consulting for City agencies. This work is characterized by responsibility for project management and project leadership, creative problem solving, and a high proficiency in media production and audiovisual technical skills. Work includes providing leadership, project management and administrative support for production activities. Media production duties include creating content for City agencies and other customers, such as instructional and how-to videos, documentaries, promotional videos, public service announcements, and other media needs the customer may have. Work also includes training, directing and evaluating production crew members, serving on production crews, analyzing customer audiovisual needs, performing site surveys, and researching and recommending new technologies for purchase. Work also includes organizing shared media storage, scheduling programs for playback, organizing data associated with digital media files, and presenting data as needed. Production duties include directing staff in coverage of city and other governmental meetings, special presentations, and public affairs studio shows. Additional duties include diagnosis and troubleshooting of equipment and software issues, maintaining a current body of knowledge regarding new technologies, techniques and methods, learning new technologies, and training staff on use of video

production equipment and techniques. 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.)

30% A. Media Distribution

1. Prepare daily playback schedules for playback server.
2. Create playback instances in appropriate databases.
3. Export reports from database for news media and schedule reporting agencies.
4. Coordinate production of promotional videos for Madison City Channel programming and send website highlight information to Web Team.
5. Prepare annual import of meeting production and replay dates for databases.
6. Manage streaming media files, determine proper codecs and bitrates for live and on-demand streaming content, and manage imports from teleconferencing systems and exports for podcasts.
7. Manage Mediasite streaming platform software including: file/folder structure for presentations, schedules, catalogs, and other Mediasite objects. Manage presentation settings including player templates, links, chapters, and interactive features like polls and audience questions. Manage streaming catalogs and make sure presentations appear in appropriate catalogs by creating and managing searches for tags and other presentation attributes. Manage security/permissions, coordinate integration with Active Directory for City users, and create and manage Mediasite user accounts for County users.
8. Manage content and platform settings for additional distribution avenues (YouTube, Roku, etc.)

30% B. Digital Asset Management

1. Manage media files on shared storage servers, both video and photography with proper metadata.
2. Acquire, edit, transcode, and otherwise prepare externally sourced content.
3. Manage catalogs for use by IT and other city agencies.
4. Manage security/permissions for access to media and coordinate integration with Active Directory.
5. Manage production and media tracking database. Monitor data integrity for media files and databases.

15% C. Digital Signage

1. Analyze and provide consultation services on display technologies and signage applications.
2. Perform research, and evaluate products for recommendation options.
3. Communicate with customers to determine content for digital signage.
4. Create content for digital signage and manage distribution to displays.
5. Train and support customers in digital signage usage.
6. Manage security/permissions for digital signage content. Coordinate integration with Active Directory.

15% D. Media Production

1. Perform pre-production work, edit, and generate graphics, prepare equipment.
2. Monitor live outputs and ensure delivery of content to cable television and streaming destinations. Troubleshoot transmission problems.
3. Manage studio show projects including pre-production, communication with outside producers and hosts to determine subject and guests. Contact guests regarding availability and book them for shows. Perform long term planning regarding subject matter. Coordinate with other internal producers on subjects to prevent redundancies.
4. Update and verify information in appropriate databases regarding crew hours, production hours, production details, and other notes.

5% E. Internal Media Project Management

1. Act as the project leader.

2. Write and/or edit scripts. Create shot lists or storyboards from scripts.
3. Gather/create additional media assets, such as footage, graphics, motion graphics, still photographs, sound effects, and music.
4. Set up and direct set up of camera, lights, audio, set elements, and other tools needed for productions.
5. Direct crew during productions. Direct talent during productions.
6. Edit video in post production. Edit interviews and b-roll, edit audio, edit to music, perform color correction, create graphics and motion graphics, and encode media for various playback outlets.

5% F. Misc.

1. Independently maintain current knowledge about new technologies, methods and techniques that emerge and impact the media team's work.
2. Attend expos, conferences and trainings with audiovisual vendors to maintain up to date knowledge on media and audiovisual products, techniques, and methods.
3. Actively participate in staff meetings and team efforts to improve and develop agency programs and services.
4. Exercise judgment in troubleshooting equipment failures. Explore solutions and work with colleagues to find resolutions.
5. Provide consultation, training, and leadership to other Producers and to Production Assistants.
6. Maintain effective level of continued personal training and up-to-date knowledge and skills by undertaking educational opportunities such as tutorials, classes in media production, and leadership and project management training.
7. Create and maintain accurate records in HEAT project tracking database.
8. Maintain accurate records in production tracking database.
9. Participate in hiring process of non-permanent employees.
10. Update team wiki with information relevant to technical procedures, current workflows, procedures, techniques, methods, and useful tutorials. Create media assets to include in the wiki when necessary.
11. Perform miscellaneous administrative tasks.

12. Primary knowledge, skills and abilities required:

Thorough knowledge of television channel automation and distribution.

Thorough knowledge of streaming media capture, encoding, and distribution.

Thorough knowledge of shared media storage systems and digital asset management.

Thorough knowledge of database management and scripting.

Thorough knowledge of graphic design software and techniques.

Thorough knowledge of photo editing software and techniques.

Thorough knowledge of non-linear video editing.

Working knowledge of a variety of media production methods.

Working knowledge of video equipment and techniques.

Working knowledge of videography with broadcast cameras, and DSLR/cinema cameras.

Working knowledge of directing video productions.

Working knowledge of script writing and editing.

Working knowledge of studio and field lighting.

Working knowledge of still photography.

Working knowledge of audio recording in studio and field environments.

Working knowledge of Adobe Creative Cloud software suite.

Working knowledge of audiovisual equipment and systems, including system integration and signal routing, sound reinforcement, display and presentation technology, and IP cameras.

Working knowledge of project management, planning and production scheduling techniques.

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 learn new technologies that emerge and impact our systems and resolve any problems involved in integrating them within our systems.

Ability to research and evaluate new production and AV technologies, and recommend purchase.

Ability to exercise initiative and creativity in planning and directing production-related activities, including pre-production planning and subject research, determine client needs, define the scope of a project, effectively communicate project status, risk and other issues to clients, effectively manage facilities, equipment and oversight of crew activities.

Ability to resolve problems in a timely and effective manner and to maintain an awareness of project deadlines.

Ability to produce and direct live and remote television products, including assessing equipment and logistical needs and equipment set-up, placement and testing and problem solving.

Ability to set up and test audio, video and computer equipment and/or direct others to do so. Ability to exercise initiative in organizing and coordinating multiple on-going projects.

Ability to multitask and prioritize responsibilities.

Ability to provide training on video, audio and computer equipment and supervise activities of production crew members.

Ability to establish and maintain effective working relationships with internal staff, staff of other agencies, crew and clients.

Ability to communicate effectively with clients and co-workers, both orally and in writing.

Ability to work as part of project/production team

Ability to exercise considerable judgment, independence and initiative in completing assigned tasks.

Ability to handle production on sensitive topics with discretion.

Ability to provide consultation, training and leadership to lower level staff.

Ability to regularly work variable hours including nights, and occasionally on weekends.

Ability to maintain adequate attendance.

13. Special tools and equipment required:

14. Required licenses and/or registration:

Must have valid Wisconsin drivers license

15. Physical requirements:

Able to lift ~50 lbs when loading and unloading equipment. Able to sit at desk / production controls for many hours at a time.

16. Supervision received (level and type):

General

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.