

CITY OF MADISON POSITION DESCRIPTION

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

Joseph Schraven
Work Phone: 264-9242

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

Media Team Producer/Director

3. Working Title (if any):

Media Technology Specialist - Media Producer

4. Name & Class of First-Line Supervisor:

Herbert 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: 38.75

Start time: Varies End time: Varies

8. Date of hire in this position:

4/21/2014

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

1/2/2013

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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. 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, and analyzing customer audiovisual needs. 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.)

25% A. Meeting Production

1. Perform pre-production work, edit, and generate graphics for meeting topics, prepare equipment.
2. Set up monitors, laptops, switcher, audio mixer, capture devices and graphics. Supervise the Production Assistants in setup of cameras, microphones and lights.
3. Direct Production Assistants during production. Monitor equipment, images and audio. Solve errors and troubleshoot equipment malfunctions.
4. Monitor live outputs and ensure delivery of content to cable television and streaming destinations. Troubleshoot transmission problems.
5. Edit in post production and encode media for various playback outlets.
6. Update and verify information in appropriate databases regarding crew hours, production hours, production details, and other notes.

25% B. Event Coverage

1. Manage projects including pre-production communication with client and venue contacts to determine appropriate time and location, arrange network connectivity if providing live outputs to streaming destinations, obtain graphics and other presentation materials.
2. Perform set up and maintenance on specific collection of AV equipment for use by certain agencies.
3. Set up monitors, laptops, switcher, audio mixer, capture devices and graphics. Supervise the Production Assistants in setup of cameras, microphones and lights.
4. Direct Production Assistants during production. Monitor equipment, images and audio. Solve errors and troubleshoot equipment malfunctions.
5. Monitor live outputs and ensure delivery of content to cable television and streaming destinations. Troubleshoot transmission problems.
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20% C. Media Project Management

1. Conduct pre-production meetings with clients to facilitate planning, manage expectations, determine client needs, determine the scope of the project and desired media outcomes. Establish effective working relationships with a variety of City agencies and citizens. Work directly with elected officials, public information officers, department heads, division heads and other City agency staff. Exercise judgment when estimating timelines for shooting and editing. Analyze space, time and media needs. Plan a production schedule to meet client deadlines.
2. Act as the project leader. Provide technical consultation and/or site surveys for any specialized equipment required by a particular filming situation. Resolve problems in a timely manner, and maintain awareness of deadlines. Communicate project status, risks and other issues to the clients. Schedule meetings as necessary.
3. Work with clients and talent to schedule productions. Schedule Production Assistants and other staff. Schedule and reserve assets such as locations and vehicles.
4. Write and/or edit scripts. Create shot lists or storyboards from scripts. Disseminate scripts to appropriate individuals.
5. Gather/create additional media assets, such as found or client provided footage, graphics, motion graphics, still photographs, sound effects, and music. Assess available footage for viability. Work with television station affiliates, libraries, archives and other media outlets to obtain media assets.
6. Set up and direct set up of camera, lights, audio, set elements, and other tools needed for productions.
7. Direct crew during productions. Direct talent during productions.

8. 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.
 9. Coordinate distribution with clients. Deliver finished products in a timely manner and in the correct format.
- 10% D. Studio Show Production
1. Manage pre-production and 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.
 2. Set up monitors, laptops, switcher, audio mixer, capture devices and graphics. Supervise Production Assistants in set up of cameras, microphones and lights.
 3. Direct crew during productions. Communicate with Technical Director and Assistant Director. Monitor equipment, images, and audio.
 4. Edit in post production and encode media for various playback outlets.
 5. Update and verify information in appropriate databases regarding crew hours, production hours, production details, and other notes.
- 10% E. 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. 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.
 5. Acquire, edit, transcode, and otherwise prepare externally sourced content.
- 5% F. Training
1. Train Production Assistants on use of robotic and broadcast cameras, various microphones, sound mixing board, and procedures for set up and strike of meetings, talk shows, and remote productions.
 2. Train selected Production Assistants on cameras, microphones, lighting, audio and video recording equipment, script supervision, teleprompter software and other equipment and procedures for client media project productions.
 3. Train selected Production Assistants on Assistant Director equipment and procedures, and Technical Director equipment and procedures.
 4. Create and maintain training documents relevant to all different training scenarios and current equipment.
- 5% G. Miscellaneous
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. Perform scheduling of Production Assistants for meetings, events, and projects. Maintain accurate database of production assistant availability.
11. 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.
12. Perform miscellaneous administrative tasks.

12. Primary knowledge, skills and abilities required:

Thorough knowledge of a variety of media production methods.

Thorough knowledge of video equipment and techniques.

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

Thorough knowledge of directing video productions.

Thorough knowledge of studio and field lighting.

Thorough knowledge of audio recording in studio and field environments.

Thorough knowledge of non-linear video editing.

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

Thorough knowledge of creating playback schedules for a cable television channel, including scheduling regular programming, scheduling filler programming based on kill dates.

Working knowledge of script writing and editing.

Working knowledge of still photography.

Working knowledge of photo editing software and techniques.

Working knowledge of graphic design software and techniques.

Working knowledge of Adobe Creative Cloud software suite.

Working knowledge of streaming media capture, distribution systems, databases and digital asset management.

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

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.

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 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.