



Producer/Director - Television

Classified Range: 50

Board Approved: 11/18/21 P. 1|4

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job; however, any additional duties will be reasonably related to this class.*

SUMMARY DESCRIPTION

Plans, coordinates, produces, and directs various aspects of television programs including shooting video, editing video, producing material for on-air use, and composing graphics.

SUPERVISION RECEIVED AND EXERCISED

Receives limited direction from appropriate supervisor; refers only unusual decisions to supervisor. May provide technical and functional direction to assigned student workers.

REPRESENTATIVE DUTIES

The following duties are typical for this classification.

1. Produces and directs television programs for the District owned television station; directs programs live or on tape in the studio or in the field; produces and directs programs, on air promotions, and public service announcements.
2. Shoots and/or edits video for a variety of programs, underwriters, promotions, and related television materials.
3. Develops new program ideas by contacting a wide variety of experts and researching topics using a variety of sources; compiles, organizes, and prepares proposals for new programs.
4. Designs and prepares sets, lighting schemes, scenery, and props for productions.
5. Develops and writes scripts for programs; selects performers and guests as assigned.
6. Coordinates program publicity, budgets, permits and agreements.
7. Coordinates the work of production crews and talent.
8. Consults with and provides technical assistance to faculty and staff related to the production of television programs.
9. Operates and maintains a variety of television equipment including computers, editing equipment, camcorders, video switchers, and related equipment.
10. Prepares and maintains a variety of reports and logs related to production activities.
11. Performs other duties related to the primary job duties.

MINIMUM QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

CORE COMPETENCIES:

Environmental Exposure Tolerance



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- Performing under physically demanding conditions
- Accepts and endures the necessity of working in unpleasant or physically demanding conditions
- Shows established adaptation and performance under unpleasant or physically demanding conditions

Safety Focus

- Showing vigilance and care in identifying and addressing health risks and safety hazards
- Maintains high level of conscientious safety practice

General Physical Ability

- Using strength, endurance, flexibility, balance and coordination
- Applying motor and perceptual abilities requiring no specific technique, training or conditioning

Professional and Technical Expertise

- Applying technical subject matter to the job **
- Knows the rudimentary concepts of performing the essential technical operations

Adaptability

- Responding positively to change and modifying behavior as the situation requires**
- Accept and adjust to changes and the unfamiliar

Innovation

- Imagining and devising new and better ways of doing things**
- Fix what is broken; find solutions and fixes with resources at hand
- Finds new approaches to performing familiar tasks
- Create and invent new ideas; envision the unexpected, unexplored, untried**

Critical Thinking

- Analytically and logically evaluates information to resolve problems
- Follow guide, SOP or other step by step procedures for locating the source of a problem and fixing it
- May detect ambiguous, incomplete, or conflicting information or instructions**

Informing

- Proactively obtaining and sharing information

Mechanical Insight

- Chooses the right tool for the job
- Applies principles of mechanical advantage to get the work done
- Follows step-by-step assembly procedures, troubleshooting guides, and simple diagrams



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Customer Focus

- Attending to the needs and expectations of customer
- Seeks information about the immediate and longer term needs of the customer
- Anticipates what the customer may want or expect in a product or service
- Works across organizational boundaries to meet customer needs **

Attention to Detail

- Focusing on the details of work content
- Shows care and thoroughness in adhering to process and procedures that assure quality
- Applies knowledge and skill in recognizing and evaluating details of work**
- Applies skilled final touches on products

Using Technology

- Working with electronic hardware and software applications
- Using basic features and functions of software and hardware

Valuing Diversity

- Shows acceptance of individual differences
- Welcomes input and inclusion of others who may be different from oneself
- Shows understanding and empathy for the challenges of groups seeking inclusion or dealing with perceived discrimination

***Lead, Advanced or Senior Level Positions*

Education and Experience Guidelines

Education/Training:

A Bachelor's degree from an accredited college or university with major course work in media, mass communications, journalism, English, or a related field.

Experience:

Five (5) years of experience in producing and directing television programs.

License or Certificate:

Possession of a valid driver's license.

EQUIVALENCY PROVISION

In the absence of a Bachelor's degree from an accredited college or university with major course work in media, mass communications, journalism, English, or a related field, an Associate's degree and seven (7) years of experience in producing and directing television programs is qualifying.



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In the absence of an Associate's degree from an accredited college or university with major course work in media, mass communications, journalism, English, or a related field, an Associate's degree and nine (9) years of experience in producing and directing television programs is qualifying.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Work is performed in both indoor and outdoor field environments; travel from site to site; exposure to noise and all types of weather and temperature conditions.

Physical: Primary functions require sufficient physical ability and mobility to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to frequently lift, carry, push, and/or pull light to moderate amounts of weight up to 35 pounds; to occasionally lift, carry push and/or pull heavier amounts of weight with or without assistance; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and to operate assigned equipment.

Hearing: Hear in the normal audio range with or without correction.