



Poudre School District

HUMAN RESOURCES DEPARTMENT JOB DESCRIPTION

Job Title: **Video Production Manager**
 Job Family: **Support Services**
 Prepared/Revised Date: **June 22, 2016**

FLSA Status: **Exempt**
 Pay Range: **SS80Y**
 Job Code: **38216**

SUMMARY: Responsible for supervising all aspects of District's educational cable access television station, Channel 10. Plan, create, and produce television programs and video materials in support of curriculum, professional development, and community-school relations.

ESSENTIAL DUTIES AND RESPONSIBILITIES: *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Description of Job Tasks	Frequency	% of Time
	Daily = D Weekly = W Monthly = M Quarterly = Q Annually = A	On an annual basis, e.g. 10 hours of a 40 hour work week = 10/40 = 25%
1. Produce and broadcast live and taped videos and special television programs for classroom use, ongoing monthly and weekly programs, and special District-wide events.	D	15%
2. Supervise and direct work assignments and special projects for Video Production Specialist and volunteer student interns.	D	15%
3. Manage Video Production department budget.	D	10%
4. Create and supervise creative elements for all studio and field video productions, including scriptwriting, videography, sound design, graphics and animation, editing, lighting, and set design.	D	5%
5. Attend work and arrive in a timely manner.	D	1%
6. Supervise live or recorded telecasts of Board of Education and other District meetings and events as requested.	W	5%
7. Create and manage Channel 10 web page, broadcast schedule for newspaper and web publication, and publicize via District's social media.	W	5%
8. Enforce District policies and guidelines related to media creation, publishing, and distribution.	W	5%
9. Coordinate with representatives of community, local, and state education video organizations to create educational programs.	W	5%
10. Provide on-site technical and artistic video support for schools and administrative sites. Advise and troubleshoot schools on video/audio related technology and infrastructure.	W	5%
11. Teach formal and informal classes on uses of instructional video and TV production to students and staff.	M	10%
12. Operate, manage, and maintain diverse technical equipment used in PSD's TV studio, JSSC Conference Center, post production workstations, and PSD's Instructional Television head-end.	M	5%
13. Research and approve web or satellite originated programming for Channel 10. Research trends in video technology and anticipate future needs by planning for equipment replacement and upgrades. Maintain and improve operation of existing video and television resources.	M	5%
14. Create, coordinate, and review Channel 10 annual work plan and year-end reports.	A	5%
15. Perform other duties as assigned.	Ongoing	4%
	TOTAL =	100%



EDUCATION AND RELATED WORK EXPERIENCE:

- Bachelor's degree in television, video/film production, video communications, or a related field
- More than five years of experience in video production/delivery and television broadcasting

LICENSES, REGISTRATIONS or CERTIFICATIONS:

- Criminal background check required for hire
- Valid Colorado driver's license

TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:

- Oral and written communication skills
- English language skills
- Interpersonal relations skills
- Math and accounting skills
- Personal computer and keyboarding skills
- Customer service and public relations skills
- Critical thinking and problem solving skills
- Bilingual oral and written communication skills preferred
- Ability to maintain confidentiality in all aspects of the job
- Ability to manage multiple priorities
- Ability to manage multiple tasks with frequent interruptions
- Ability to diffuse and manage volatile and stressful situations
- Knowledge of telephone production, digital video technology, and video codes
- Knowledge of professional audio and video equipment including cameras, editing systems, lighting kits, audio mixers, microphones, and PA systems
- Knowledge of broadcast television systems
- Understanding of current multimedia copyright laws
- Knowledge of television and video production, video streaming, and video delivery
- Knowledge of National Press Photographers Association (NPPA) style and techniques
- Ability to maintain honesty and integrity in all aspects of the job
- Ability and willingness to adhere to attendance requirements, including regular and punctual employee presence
- Ability to participate and work in a team environment
- Ability to promote and follow Board of Education policies, Superintendent policies, and building and department procedures
- Ability to communicate, interact, and work effectively and cooperatively with people from diverse ethnic and educational backgrounds
- Ability to recognize the importance of safety in the workplace, follow safety rules, practice safe work habits, utilize appropriate safety equipment, and report unsafe conditions to the appropriate administrator

MATERIALS AND EQUIPMENT OPERATING KNOWLEDGE:

- Operating knowledge of and experience with personal computers and peripherals
- Operating knowledge of and experience with Microsoft Word, Excel, PowerPoint, Access, Publisher, Outlook, FrontPage and/or other department software packages
- Operating knowledge of and experience with typical office equipment, such as telephones, copier, fax machine, E-mail, etc.
- Operating knowledge of audio and video equipment

REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:

	POSITION TITLE	# of EMPLOYEES
Direct reports:	Video Production Assistant	1

- Responsible for planning, assigning, and directing work; assisting with addressing complaints and resolving problems; assisting with interviewing, hiring, and training employees; assisting with appraising performance; and assisting with rewarding, disciplining and terminating employees



PHYSICAL REQUIREMENTS & WORKING CONDITIONS: *The physical demands, work environment factors and mental functions described below 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 functions.*

PHYSICAL ACTIVITIES:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Stand				X
Walk				X
Sit			X	
Use hands to finger, handle, or feel				X
Reach with hands and arms				X
Climb or balance			X	
Stoop, kneel, crouch, or crawl			X	
Talk				X
Hear				X
Taste	X			
Smell	X			

WEIGHT and FORCE DEMANDS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Up to 10 pounds	X			
Up to 25 pounds	X			
Up to 50 pounds				X
Up to 100 pounds			X	
More than 100 pounds		X		

MENTAL FUNCTIONS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Compare				X
Analyze				X
Communicate				X
Copy			X	
Coordinate			X	
Instruct			X	
Compute			X	
Synthesize			X	
Evaluate				X
Interpersonal Skills				X
Compile			X	
Negotiate		X		

WORK ENVIRONMENT:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or humid conditions (non-weather)	X			
Work near moving mechanical parts		X		
Work in high, precarious places		X		
Fumes or airborne particles	X			
Toxic or caustic chemicals	X			
Outdoor weather conditions	X			
Extreme cold (non-weather)	X			
Extreme heat (non-weather)	X			
Risk of electrical shock		X		
Work with explosives	X			
Risk of radiation	X			
Vibration	X			



VISION DEMANDS:	Required
No special vision requirements.	
Close vision (clear vision at 20 inches or less)	x
Distance vision (clear vision at 20 feet or more)	x
Color vision (ability to identify and distinguish colors)	x
Peripheral vision	x
Depth perception	x
Ability to adjust focus	x

NOISE LEVEL:	Exposure Level
Very quiet	
Quiet	
Moderate	x
Loud	
Very Loud	