



# Poudre School District

## HUMAN RESOURCES DEPARTMENT JOB DESCRIPTION

Job Title: **Video Production Specialist**  
 Job Family: **Support Services**  
 Prepared/Revised Date: **October 26, 2016**

FLSA Status: **Exempt**  
 Pay Range: **SS30Y**  
 Job Code: **38217**

**SUMMARY:** Support and implement the operations for Poudre School District's Cable 10 including broadcasting, producing, instructing and supporting all areas of TV video production.

**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 = <b>D</b> Weekly = <b>W</b> Monthly = <b>M</b> Quarterly = <b>Q</b> Annually = <b>A</b>	On an annual basis, e.g. 10 hours of a 40 hour work week = 10/40 = 25%
1. Work with Video Production Manager to create, implement and evaluate creative strategy for all visual components of PSD communication campaigns.	D	30%
2. Plan, write, shoot and edit original, creative, professional quality video for PSD projects using industry standard equipment, software (Adobe Creative Cloud), broadcast graphic design and animation.	D	20%
3. Design, implement and coordinate creative video distribution strategies using social media and PSD website.	D	5%
4. Attend work and arrive in a timely manner.	D	1%
5. Create, lead and advise PSD staff in discovering technical and creative solutions to video and audio TV production and delivery.	W	15%
6. Set and monitor creative direction for intern projects. Supervise, instruct and co-manage student interns on various video projects.	W	5%
7. Manage and troubleshoot video portions of PSD sports broadcasting programs.	W	4%
8. Assist in managing the purchase, maintenance and disposal of Channel 10 audio-visual equipment.	W	4%
9. Manage video archive and retrieval systems.	W	4%
10. Market target audiences by producing innovative videos and special television programs for classroom use, public relations, community education and staff development.	M	4%
11. Design, implement and manage technical operations and workflows for all Channel 10 operations (remote, studio, ITV, Board of Education, etc.)	M	4%
12. Provide technical direction on the setup, production, and transmission of live television programs including regularly scheduled Board of Education meetings and irregularly scheduled events at the JSSC and remote locations.	M	1%
13. Duplicate and/or upload audio/video media and off-air recordings.	M	1%
14. Perform other duties as assigned.	Ongoing	2%
	<b>TOTAL=</b>	<b>100%</b>

### **EDUCATION AND RELATED WORK EXPERIENCE:**

- Bachelor's degree in television, video/film production, video communications or related field
- Two to three years of experience in film production, editing, and/or television production required
- Experience in the above areas while working in a school or educational environment preferred
- Equivalent combination of education and experience acceptable



**LICENSES, REGISTRATIONS or CERTIFICATIONS:**

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

**TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:**

- Ability to participate and work in a collaborative team environment
- Oral and written communication skills
- English language skills
- Interpersonal relations skills
- Math and accounting skills
- Customer service and public relations skills
- Critical thinking and problem solving skills
- Bilingual oral and written communication skills preferred
- Ability to manage multiple priorities
- Proficiency in industry standard editing software (Adobe Creative Cloud preferred)
- Experience directing live or recorded multi-cam productions
- Technical knowledge of digital video and audio technology and video codecs and compression
- Knowledge of Windows Remote Desktop, windows-based servers and file management
- Knowledge of broadcast television systems
- Knowledge of best practices for video file-based workflows
- Knowledge of current multimedia copyright laws
- 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 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 video production software such as Final Cut Pro and/or Adobe Creative Suite
- Proficiency in After Effects and ability to design and animate broadcast-quality graphics
- Knowledge of professional audio and video equipment including cameras, editing systems, lighting kits, audio mixers, microphones, and PA systems
- Operating knowledge of and experience with Microsoft Word, Excel, PowerPoint, Outlook, and/or other department software packages
- Operating knowledge of and experience with typical office equipment, such as telephones, copier, fax machine, E-mail, etc.

**REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:**

	<b>POSITION TITLE</b>	<b># of EMPLOYEES</b>
<b>Direct reports:</b>	This job has no direct supervisory responsibilities.	



**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 feed				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			



<b>VISION DEMANDS:</b>	<b>Required</b>
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

<b>NOISE LEVEL:</b>	<b>Exposure Level</b>
Very quiet	
Quiet	
Moderate	X
Loud	
Very Loud	