

SCHOOL DISTRICT OF SARASOTA COUNTY

JOB DESCRIPTION

[CABLE PRODUCTION AND BROADCASTING TECHNICIAN] CABLE BROADCASTING AND PRODUCTION TECHNICIAN

SALARY SCHEDULE: SSP11

COST CENTER: OFFICE OF COMMUNICATIONS AND COMMUNITY RELATIONS (9075)

QUALIFICATIONS:

- (1) Associate degree from an accredited educational institution in electronics, engineering, broadcast engineer, or related field or course work in electronics, television, audio, and/or broadcast systems or a minimum of three (3) years satisfactory experience in a similar position. Preference will be given to Certification as TV Broadcast Engineer or FCC license.
- (2) [Minimum of two (2) years satisfactory experience in a similar position.]
- (3) [Preference will be given to Certification as TV Broadcast Engineer; FCC license; Bachelor's degree.]
- (4) [Experience utilizing digital systems and nonlinear editing systems.]
- (5) [Experience in digital media and video on the internet.]

KNOWLEDGE, SKILLS AND ABILITIES:

[Knowledge of streaming media technologies, video on the internet, and new digital media. Knowledge of television transmission equipment, such as KU-band and C-band satellite receivers. Knowledge of computer functions for data input, e-mail, word processing, spreadsheets, typing skills, bulletin board creation and broadcast programming distribution. Knowledge of both PC and Apple operating systems. Knowledge of current copyright laws for cable transmission. Ability to organize and prioritize assignments. Ability to communicate effectively both orally and in writing.]

Working knowledge of broadcast and production equipment, including Tightrope/Cablecast broadcast systems and Ross video switchers.

Experience with IT software installation and hardware functions for Apple and PC systems.

Experience in cable broadcast and studio production, including broadcast scheduling.

Experience utilizing digital routing systems, patching and nonlinear editing systems.

Experience in social and digital media and video on the internet, including live streaming.

Knowledge and experience of broadcast and internet graphic design a plus.

Ability to film and edit video content a plus.

REPORTS TO:

Manager, Cable Broadcasting and Digital Video Production

JOB GOAL

[To provide technical support for the 24-hour-a-day, 7-days-a-week cable channels and internet channels by maintaining all equipment and facilities including Apple computers, on-air scheduling systems and creating on-air schedule, sound stage, studio control and master control; maintaining and operating equipment for the transmission of live school board meetings and workshops.]

To provide excellent service and support for the school district's Education Channel, streaming platforms and production units to best convey the academic, athletic and artistic endeavors of Sarasota County schools, our administrators, teachers, students, School Board and community.

CABLE BROADCASTING AND PRODUCTION TECHNICIAN (Continued)**SUPERVISES:**

N/A

PERFORMANCE RESPONSIBILITIES:

- * (1) [Provide service by responding to a flexible schedule dictated by scheduled activities which will require evening and weekend work.]
- * (2) [Digitize programs; build program blocks; input cable channel schedule; monitor and maintain the cable channel transmission.]
- * (3) [Monitor the operation of the channel VOD, streaming and Carousel (bulletin board).]
- * (4) [Perform preventative maintenance and basic troubleshooting and basic repair of analog and digital broadcast equipment and facilitate the outsourcing of equipment repair.]
- * (5) [Operate studio control room equipment-lighting controls, switcher, audio board and teleprompter.]
- * (6) [Make changes in equipment and facility layout and basic cabling and installation as needed.]
- * (7) [Maintain a clean, neat environment of all facility rooms for client tours and use.]
- * (8) [Archive video tapes and DVDs; duplicate videos and programs on DVD as requested.]
- * (9) [Assist in developing standard test procedures and conduct functional and operational tests to evaluate quality and performance for video, audio reception, recording, and transmission.]
- * (10) [Maintain a broad knowledge of state-of-the-art technology and systems to effectively recommend changes, updates, and redesign of facilities.]
- * (11) [Provide technical assistance to production staff.]
- * (12) [Communicate project updates to Manager, ITV/Cable Production and other project team members specific to each project. Report on assigned activities to the Manager, ITV/Cable Production on a regular basis as directed.]
- * (13) [Facilitate the live-to-tape and live broadcast of school board meetings, workshops and other activities in the board chamber.]
- * (14) [Demonstrate initiative in the performance of assigned responsibilities.]
- * (15) [Provide for a safe and secure workplace.]
- * (16) [Model and maintain high ethical standards.]
- * (17) [Follow attendance, punctuality and proper dress rules.]
- * (18) [Maintain confidentiality regarding school matters.]
- * (19) [Maintain positive relationships with staff and vendors.]
- * (20) [Participate in workshops and training sessions as required.]
- * (21) [Communicate effectively with staff and vendors.]
- * (22) [Keep supervisor informed of potential problems or unusual events.]
- * (23) [Respond to inquiries and concerns in a timely manner.]
- * (24) [Prepare all required reports and maintain all appropriate records.]
- * (25) [Follow all School Board policies, rules and regulations.]
- * (26) [Exhibit interpersonal skills to work as an effective team member.]
- * (27) [Demonstrate support for the School District and its goals and priorities.]
- * (28) [Perform other incidental tasks consistent with the goals and objectives of this position.]
- * (1) Maintain all broadcast and production equipment, including, but not limited to: cameras, switchers, recording equipment, sound boards and audio systems, lighting systems, teleprompters and XSAN servers.
- * (2) Monitor cable stations 24/7 and troubleshoot broadcast and streaming issues as needed.
- * (3) Schedule cable broadcast and internet VOD content.
- * (4) Facilitate live and VOD broadcasts of School Board meetings, Digital Town Hall events, studio productions, etc.
- * (5) Digitize programs, build program blocks, input cable channel schedule and maintain the cable channel transmission.

CABLE BROADCASTING AND PRODUCTION TECHNICIAN (Continued)

- * (6) Operate studio control and School Board room equipment, including lighting controls, switcher, audio board and systems and teleprompter.
- * (7) Install and maintain Apple software and PC software for the Education Channel equipment and digital platforms.
- * (8) Manage all broadcast and production servers, collaborate with IT as needed.
- * (9) Assist STC and other school groups to learn about broadcast production.
- * (10) Stay up-to-date with technologies and trends in broadcast, cable, internet and VOD production as well as ADA compliance and closed captioning.
- * (11) Work with outside equipment and maintenance vendors and contractors.
- * (12) Perform other duties as assigned.
- * (13) Demonstrate support for the school district and its goals and priorities and follow all School Board policies and practices.

PHYSICAL REQUIREMENTS:

Medium Work: Exerting up to 50 pounds of force occasionally and/or up to 20 pounds of force as frequently and/or up to 10 pounds of force as needed to move objects.

TERMS OF EMPLOYMENT:

Salary and benefits shall be paid consistent with the District's approved compensation plan. Length of the work year and hours of employment shall be those established by the District.

EVALUATION:

Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

Job Description Supplement No. 12