

SCHOOL DISTRICT OF SARASOTA COUNTY

JOB DESCRIPTION

MANAGER, [INSTRUCTIONAL TELEVISION AND] CABLE BROADCASTING and Digital Video Production

SALARY SCHEDULE: ADMINISTRATIVE – G

COST CENTER: OFFICE OF [COMMUNITY AFFAIRS AND PUBLIC INFORMATION] COMMUNICATIONS

AND COMMUNITY RELATIONS (9075)

QUALIFICATIONS:

- (1) Master's Degree from an accredited educational institution in Mass Communications, Television / Film Production or Television / Cable Broadcasting.
- (2) Minimum of two (2) years experience in a supervisory or projects coordinator capacity.
- (3) Minimum of three (3) years professional experience in television, video or film production, preferred educational and instructional development background.
- (4) Experience in a broadcast medium with appropriate pressure and deadlines.

KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of television scheduling. Knowledge and experience in administration, instruction, television production and public relations / community outreach. Knowledge and experience in coordinating logistics of all phases of production, including setting up, coordination of crews, script writing, supervising the editing process and scheduling. Ability to respond to technical problems twenty-four (24) hours a day. Ability to plan, organize and prioritize activities. Demonstrated administrative experience in the public or private sector. Ability to communicate effectively, both orally and in writing.

REPORTS TO:

[Supervisor, Community Affairs and Public Information] Director, Communications and Community Relations

JOB GOAL

To articulate a vision, strategic plan and operational protocols for the District's cable broadcasting [and instructional television (ITV)] in cooperation with School District leadership.

SUPERVISES:

Assigned [ITV] Cable Broadcasting and Digital Production Staff

PERFORMANCE RESPONSIBILITIES:

- * (1) Supervise, evaluate and delegate work to [the ITV] staff and assist in their recruitment, training and development.
- * (2) Supervise all production and post-production cable staff, including hiring, training and professional development.
- * (3) Oversee procurement of programming and production of original material [for closed circuit television].
- * (4) Advise and assist in the use of television facilities and their application to instructional and informational programs throughout the School District and community.
- * (5) Develop educational specifications for the District's television production studio facilities and appropriate equipment.
- * (6) Coordinate scheduling of [ITV] programming based on school requests and needs to enhance instruction.

- * (7) Assist the department supervisor with policy and budget formulation.
- * (8) Create long-term strategic plans for cable channels.
- * (9) Develop editorial direction for productions, supervise creation of programming and promotions for channels, design the look and feel for on-air presence of the channels and maintain excellence in intellectual content, technical and production standards and editorial integrity from pre-production through distribution.
- * (10) Build internal and external contacts and partnerships and assist in ascertaining the needs of the community and educators.
- * (11) Provide for the production schedule and programming schedule for the cable channels.
- * (12) Collaborate with District schools / departments and community agencies to develop programming ideas / needs, including original productions, teleconferences and events.
- * (13) Develop an intern program with Executive Leadership program and District schools.
- * (14) Interact with parents, outside agencies, business and the community to enhance understanding of District initiatives and priorities and to elicit support and assistance.
- * (15) Respond to inquiries and concerns in a timely manner.
- * (16) Keep the supervisor informed of potential problems or unusual events.
- * (17) Disseminate information and current research to appropriate personnel.
- * (18) Keep well informed about current trends and best practices in areas of responsibility.
- * (19) Maintain expertise in assigned areas to fulfill project goals and objectives.
- * (20) Facilitate the development, implementation and evaluation of staff development activities in assigned areas.
- * (21) Promote and support professional growth for self and others.
- * (22) Develop annual goals and objectives consistent with and in support of District goals and priorities.
- * (23) Maintain a network of peer contacts through professional organizations.
- * (24) Attend training sessions, conferences and workshops to keep abreast of current practices, programs and legal issues.
- * (25) Develop or assist in developing the department budget and monitor its implementation.
- * (26) Supervise assigned personnel, conduct annual performance appraisals and make recommendations for appropriate employment action.
- * (27) Prepare or oversee the preparation of all required reports and maintain appropriate records.
- * (28) Serve on District, state or community councils or committees as assigned or appropriate.
- * (29) Consistently represent the District in a positive and professional manner.
- * (30) Provide oversight and direction for cooperative planning with other agencies.
- * (31) Set high standards and expectations for self and others.
- * (32) Use appropriate styles and methods to motivate, gain commitment and facilitate task accomplishment.
- * (33) Perform other incidental tasks consistent with the goals and objectives of this position.

PHYSICAL REQUIREMENTS:

Light Work: Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force as frequently 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. 07

*Essential Performance Responsibilities