

SCHOOL DISTRICT OF SARASOTA COUNTY

JOB DESCRIPTION

VIDEOGRAPHER/EDITOR

SALARY SCHEDULE: SSP12

COST CENTER: COMMUNICATIONS AND COMMUNITY RELATIONS DEPARTMENT (9075)

QUALIFICATIONS:

- (1) Bachelor's degree from an accredited educational institution in Broadcast Communications industry, Film Production or a related major; and/or
- (2) Minimum of four (4) years of experience in video production, TV News experience preferred with at least three (3) years of experience using non-linear editing software.
- (3) Satisfactory completion of advanced work in video or film production at a technical school or community college.

KNOWLEDGE, SKILLS AND ABILITIES:

- Self-starting videographer/editor capable of shooting, editing and producing spots
- Ability to multitask and prioritize multiple needs simultaneously
- Proficient in shooting, editing and producing creative videos, marketing promos, presentations and multi-cam shoots
- TV news photography experience a plus
- Graphic design and/or motion graphics experience a plus
- Proficient in Adobe CS (Premiere, After Effects, Photoshop), and/or Final Cut X
- Must have a valid driver's license with good driving record
- Daily travel required to schools and district sites
- Experience uploading video to web content management tools and dashboards
- Proficient in using both Apple and PC operating systems
- Must be organized, detail-oriented creative thinker with a strong work ethic
- Must be able to work in a fast-paced environment, maintain a content calendar and meet deadlines
- Strong collaborator who recognizes the value of team success
- Knowledge of current copyright laws for cable broadcasting, internet and music licensing
- Ability to plan, analyze, organize and prioritize activities to follow written and oral instructions
- Ability to effectively communicate orally and in writing and foster positive business relationships in a professional work environment

REPORTS TO:

Specialist, Online Communications

JOB GOAL

Primarily produce short to long impactful narrative video content daily for the Sarasota County School District/K-12 school websites, social media and other platforms in a fast-paced creative solutions driven team. Video content should remain consistent with the brand and audience relevant. Secondarily assist with the broadcast of school board meetings, workshops and the basic troubleshooting of production/broadcast equipment.

SUPERVISES:

N/A

School Board Approved -

VIDEOGRAPHER/EDITOR (Continued)

PERFORMANCE RESPONSIBILITIES:

- * (1) Produce creative and impactful video spots for district departments/schools, covering special events.
- * (2) Shoot, edit and create original videos, instructional video and graphics for programming on media platforms and websites including events and activities of the District as directed.
- * (3) Provide production status updates on the content calendar to the supervisor at minimum on a weekly basis.
- * (4) Assist with the production of School Board meetings and functions as needed as well as the live broadcast of School Board meetings and workshops.
- * (5) Foster positive collaborative business relationships with colleagues and vendors in a professional work environment.
- * (6) Participate in department meetings, workshops, training and district sessions as required.
- * (7) Model and maintain high ethical standards.
- * (8) Keep supervisor informed of potential problems or unusual events.
- * (9) Follow attendance, punctuality and proper dress rules.
- * (10) Maintain confidentiality regarding school matters.
- * (11) Practice for a safe and secure workplace.
- * (12) Prepare all required reports and maintain all appropriate records.
- * (13) Follow all School Board policies, rules and regulations.
- * (14) Have sustained focus and attention to detail for extended periods of time.
- (15) Perform other incidental tasks consistent with the goals and objectives of this position.

PHYSICAL REQUIREMENTS:

Medium Work: Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force 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

*Essential Performance Responsibilities