

## **GUILFORD COUNTY SCHOOLS JOB DESCRIPTION**

### **JOB TITLE: PROGRAM ADMINISTRATOR II-BROADCAST PRODUCTIONS DISTRICT RELATIONS DIVISION**

#### **GENERAL STATEMENT OF JOB**

With minimal supervision, performs effective, innovative and responsible professional work to support the overall communications efforts of the District Relations Division and Guilford County Schools. Work involves managing video production projects from conception to finished product for television broadcast, webcasting and distribution by various news media. Coordinates and supervises the digital audio/video recording and editing of designated meetings, programs, news, feature stories and promotional videos. Work includes designing, producing, writing and publishing compelling, user-friendly digital content for broadcast, the GCS website, social media, news media and other digital platforms. Work involves operating video cameras, computer video/audio editing gear, audio consoles, projectors, and posting video and audio programming to the internet. Work also involves operating video switchers, audio mixers, and video tape recorders and television programming computers and electronics troubleshooting. Requires writing skills for news coverage and news releases as well as other public relations, media relations and marketing requirements. Reports to the Manager of Broadcast Production within the District Relations Department.

#### **SPECIFIC DUTIES AND RESPONSIBILITIES**

##### **ESSENTIAL JOB FUNCTIONS**

Researches and develops news stories for and about the school district for broadcast on the district's cable television station GCSTV 2, website, ABC-affiliate WXLV-TV, various social and new digital media outlets.

Assists in managing GCSTV 2's news coverage of the district for broadcast. Oversees and coordinates news gathering, videography, editing and distribution.

Produces four to six new stories weekly for television broadcasts and website.

Develops and coordinates broadcast strategies to assist with execution of internal and external relations outreach efforts.

Sets up equipment and staffs GCS Board of Education meetings for broadcast, web and other distribution.

Develops and produces public service announcements and promotional spots as deemed necessary by the district.

Supports the development and design of GCSTV 2's on-air brand image.

## PROGRAM ADMINISTRATOR II – BROADCAST PRODUCTIONS

Develops and coordinates broadcast strategies to assist with execution of internal and external relations outreach efforts.

Represents GCSTV 2 at school and community functions; interacts frequently with GCS executive staff, senior managers and principals.

Collects, organizes and manages data on GCSTV 2 productions. Reports results to Chief of Staff and other Cabinet members.

Excellent organizational skills with attention to detail.

Proven ability to work independently, exercise judgment and manage multiple tasks and priorities

### **ADDITIONAL JOB FUNCTIONS**

Provides electronics troubleshooting

Advises other district staff to ensure that broadcast and new media productions meet acceptable standards and quality.

Provides/recruits production crew for recording and other audio/visual productions

Supervises production crew, creative process, equipment set-up, lighting, recording, and breakdown of equipment under the direction of the Broadcast Production Manager.

Operates video switchers and audio mixers and cameras during taped and live productions including board of education meetings.

Assists with set-up, breakdown and transport of all remote production equipment.

Programs video server for broadcast of all productions

Posts video productions to the internet, social and other digital new media.

Assists in the setup and production of district Media Briefings and other productions and lends technical assistance to other electronic media to facilitate their coverage.

Assists in the production of video and audio-only podcasts and prepares video productions for distribution through news media, i.e., the internet, database marketing and other new information technologies.

Provides technical and production assistance for all broadcast productions.

Assists in production, creation and posting of television slide presentations promoting school and other district news and scheduled events.

## PROGRAM ADMINISTRATOR II – BROADCAST PRODUCTIONS

Assists in coordinating the dissemination of district video productions to other media outlets.

Maintains data logs and databases that track video productions.

Performs other related work as required.

### **MINIMUM TRAINING AND EXPERIENCE**

Bachelor's degree in communications, and/or digital communications, journalism, marketing or related field and extensive experience in broadcast or cable television. Experience with webcasting and other digital news media for the web. Extensive knowledge of video photography, news writing, writing for broadcast and use of non-linear computer video editing equipment.

**SPECIAL REQUIREMENT:** Must hold a valid NC Driver's license.

### **MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS**

**Physical Requirements:** Must be physically able to lift and operate a variety of equipment including computers, copiers, audiovisual equipment etc. Must be able to exert up to 50 pounds of force occasionally, and/or a moderate amount of force constantly to move objects. Physical requirements are consistent with those for Light to Medium work.

**Data Conception:** Requires the ability to compare and/or judge the readily observable, functional, structural, or composite characteristics (whether similar to or divergent from obvious standards) of data, people or things.

**Interpersonal Communication:** Requires the ability to speak and/or signal people to convey or exchange information. Includes giving and receiving instructions, assignments and/or directions.

**Language Ability:** Requires the ability to read a variety of correspondence, forms, logs, etc. Requires the ability to prepare forms, records, logs, etc., using prescribed format.

**Intelligence:** Requires the ability to apply rational systems to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists; to interpret a variety of instructions furnished in written, oral, diagrammatic, or schedule form.

**Verbal Aptitude:** Requires the ability to record and deliver information, to explain procedures, to follow oral and written instructions. Must be able to communicate effectively and efficiently in standard English.

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**Numerical Aptitude:** Requires the ability to utilize mathematical formulas; to add and subtract; multiply and divide; and to determine percentages and decimals.

**Form/Spatial Aptitude:** Requires the ability to inspect items for proper length, width and shape.

**Motor Coordination:** Requires the ability to coordinate hands and eyes rapidly and accurately in using automated office equipment and audio-visual equipment.

**Manual Dexterity:** Requires the ability to handle a variety of items, office equipment, control knobs, switches, etc. Must have minimal levels of eye/hand/foot coordination.

**Color Discrimination:** Requires the ability to differentiate between colors and shades of color.

**Interpersonal Temperament:** Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress and when confronted with persons acting under stress.

**Physical Communication:** Requires the ability to talk and hear: (Talking: expressing or exchanging ideas by means of spoken words. Hearing: perceiving nature of sounds by ear). Must be able to communicate via telephone.

### **KNOWLEDGE, SKILLS AND ABILITIES**

Experience with news writing, news release writing, public relations and marketing.

Creative self-starter skilled in Apple FCP, PowerPoint and other digital video and audio production hardware/software.

Strong interpersonal and social skills, including the ability to work with diverse groups of people.

Skilled in operation of A/V equipment (i.e. projectors, DVD players, video/audio switchers) for live presentations.

Experienced with news gathering and coordination of news coverage including shooting video, writing, voicing, editing and distribution of digital media content on multiple platforms including the web.

Ability to establish and maintain positive working relationships with school board members, district administrators, school staff and public for continual development of positive news stories throughout the district.

Extensive knowledge of television equipment including cameras, non-linear editing, switching equipment, and lighting and effects equipment.

## PROGRAM ADMINISTRATOR II – BROADCAST PRODUCTIONS

Working knowledge of new media communications, i.e., internet, webcasting, blogs and podcasting.

Ability to serve as an ambassador for GCS at schools and throughout the community.

Ability to manage events, multiple projects and staff, including outsourcing.

Working knowledge of operations of the department and the established programs, policies and regulations.

Ability to use common word processing, spreadsheet and database maintenance software in a windows environment.

Ability to provide technical and production assistance in the operations of audio-visual equipment.

Ability to schedule and coordinate news and event coverage.

Ability to communicate effectively both orally and in writing.

Ability to drive a car, truck or van in the course of carrying out job duties at various schools and other locations within the district while maintaining a valid driver's license.

Ability to juggle multiple projects, deadlines and initiatives simultaneously; ability to alternate between taking a lead role and serving as a team-member or co-worker on various initiatives

### **DISCLAIMER**

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees to this job.