

GUILFORD COUNTY SCHOOLS JOB DESCRIPTION

JOB TITLE: PROGRAM ADMINISTRATOR II – BROADCAST AND DIGITAL 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 both managing digital video production projects from conception to finished product for television broadcast, webcasting and distribution to new media and planning, and assisting with designing, developing, organizing, and maintaining the Guilford County Schools (GCS) collateral, both digital (including web, video and social media) and print, as well as related information resources. Position acts as an in-house reporter and is responsible for the design of digital, print and audio/visual collateral and productions and news stories; writing scripts; and integrating artwork, text video and animations into various communication channels, including broadcast/cablecast, online, mobile and print. This position is responsible for researching news story ideas, interviewing students, staff, principals, content experts, district and community leaders and others, and designing, producing, writing and publishing compelling digital content for use across all mediums, including the GCS website, television, Internet, social media, mobile applications and emerging technologies, and as such, skills in videography, interviewing/reporting, writing, editing, graphic design, web production and film/video editing and broadcast production in a digital environment are essential.

SPECIFIC DUTIES AND RESPONSIBILITIES

ESSENTIAL JOB FUNCTIONS

Assists with departmental training for the district's web platform and content management system.

Creates collateral for use in print, digital, mobile, audio/visual, and broadcast formats.

Ability to research, develop and create content for use through a variety of mediums, including but not limited to television, web and audio.

Supports the development and design of GCS' brand across print, television, social media, mobile applications, web formats, and emerging technologies.

Acts as liaison to the Technology Services Department for Internet, Intranet and intra-department communication projects and needs.

Makes recommendations to supervisor regarding upgrades and replacement of technology-related equipment, applications, and strategic uses for communication purposes.

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Leads in the ongoing evaluation of the effectiveness of the district website from a communications and public information perspective for internal and external audiences.

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, mobile applications, social media and broadcast/cablecast productions.

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

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

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 and GCS website. 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.

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

ADDITIONAL JOB FUNCTIONS

Provides electronics and web-based troubleshooting.

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

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 Board of Education meetings, Media Briefings and other productions and lends technical assistance to other electronic media to facilitate their coverage.

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

Provides technical and production assistance for all broadcast productions.

Assists in coordinating dissemination of district video productions to other media outlets.
Maintains data logs and databases that track video productions.

Assists in overall communications program and events, and serves as a creative and strategic member of the District Relations team.

Performs other related work as required.

MINIMUM TRAINING AND EXPERIENCE

Bachelor's degree in communications, journalism broadcast production, digital media, marketing, English, public relations, or a related field and 3 years experience producing news or broadcast/video/film productions including experience with systems administration, digital production, graphic design, programming, project management, and prioritizing work/projects, and a minimum of 1 year experience with HTML authoring and document conversion; or any equivalent combination of training and experience which provides the required knowledge, skills, and abilities. Knowledge of AP style and experience with Flash, SchoolCenter/Th(i)nqEd platform a plus.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of equipment and tools including computers, scanners, adding machines, computer software, computer hardware, etc. Must be able to exert up to 10 pounds of force occasionally, and/or up to 5 pounds of force frequently, and/or a negligible amount of force constantly to move objects. Physical demand requirements are in excess of those for Sedentary Work. Light Work usually requires walking or standing to a significant degree.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural or composite characteristics (whether similar 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 instructions, assignments, or directions to assistants or subordinates.

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Language Ability: Requires the ability to read a variety of correspondence, technical manuals, newsletters, trade journals, etc. Requires the ability to prepare reports, forms, training materials, system documentation, etc. using prescribed formats and conforming to all rules of punctuation, grammar, diction, and style. Requires the ability to speak to people with poise, voice control, and confidence.

Intelligence: Requires the ability to apply principles of logical or scientific thinking to define problems, collect data, establish facts, and draw valid conclusions; to interpret an extensive variety of technical instructions in mathematical or diagrammatic form; and to deal with several abstract and concrete variables.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, to give oral and written instructions. Must be able to communicate effectively and efficiently in a variety of technical or professional languages including computer terminology.

Numerical Aptitude: Requires the ability to utilize mathematical formulas; to add and subtract; multiply and divide; utilize decimals and percentages; understand and apply the theories of algebra and geometry.

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 computer equipment.

Manual Dexterity: Requires the ability to handle a variety of items such as computer equipment. 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.

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KNOWLEDGE, SKILLS AND ABILITIES

Considerable knowledge of computer hardware and common software applications used in developing and maintaining Internet and Intranet Web site (i.e. cascading stylesheets, Flash, Dreamweaver, asp.net, JavaScript, etc.).

Considerable knowledge of HTML, scripting, graphics editing, database design, and user interface design.

Considerable knowledge of Web capabilities and limitations, service requirements, and associated costs.

General knowledge of the current literature, trends, and developments in the field of Web-based technology.

Ability to systematically determine the source of computer problems and take appropriate action.

Customer service orientation with strong people and time management skills.

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.

Ability to work in all facets of the position: identifying and producing stories and information about students, staff, employees, schools, volunteers and other aspects of GCS; web posting, eblasts, video editing, broadcast production, social media, graphic design/production, some HTML, web and online video authoring software, interviewing, writing/editing and more as required.

Ability to research, develop and create content for use through a variety of mediums, including but not limited to television, web and audio.

Excellent organizational skills with attention to detail.

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

Demonstrated oral and written communication skills.

Ability to learn new technology and be willing to work flexible hours.

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Ability to work within established guidelines and to accept increasing levels of responsibility.

Ability to train users on the use of equipment and various programs.

Ability to maintain complete and accurate records.

Ability to establish and maintain effective working relationships as necessitated by work assignments.

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.