CLASS SPECIFICATION
Media Production Manager

FLSA Status:          Exempt  
EEOC Job Category:   Officials and Administrators  
Union Representation: Unrepresented

GENERAL PURPOSE
Under general direction, plans, organizes, manages, coordinates and evaluates operations of the District's instructional media production services; directs and oversees on-air and technical operation of the District's cable TV station; manages activities of a video production studio and studio, field and live video and web-streaming production for event documentation and for instructional, promotional and public information programming; provides technical assistance to faculty in production of their own instructional videos; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS
Media Production Manager is responsible for planning, managing, directing and participating in the District's television programming and broadcasting and video development and production for instructional, promotional and public information and outreach purposes. The incumbent manages the operation of in-house broadcast and production studios and ensures high quality programming and production projects and activities that support achievement of District goals and academic programs. Duties and responsibilities are carried out with considerable independence within the framework of established policies, procedures and guidelines.

ESSENTIAL DUTIES AND RESPONSIBILITIES
The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

1. Plans, organizes, controls, manages and evaluates the District’s Instructional Media Production Services (IMPS) program; with staff, participates in establishing operational plans and initiatives to meet program goals and objectives; implements program plans, work processes, procedures and policies required to achieve overall program performance results; coordinates and integrates program functions and responsibilities to achieve optimal efficiency and effectiveness; participates in developing and monitoring performance against the IMPS budget.

2. Plans and evaluates the performance of assigned staff; establishes performance requirements and personal development targets; monitors performance and provides coaching for performance improvement and development; provides or recommends compensation and other rewards to recognize performance; takes disciplinary action, up to and including termination, to address performance deficiencies, subject to management concurrence, in accordance with the District’s human resources policies and procedures and labor contract provisions.
3. Provides day-to-day leadership and works with staff to ensure a high performance, customer service-oriented work environment which supports achieving District objectives and service expectations.

4. Manages, assigns and oversees planning and preparation for in-studio, field and live video/web streaming production assignments, based on the end result/production quality expected by clients; oversees the full range of pre- and post-production activities including: set up of audio, video and lighting equipment; creation and pre-loading of titles; digital video and audio editing and mixing; creation of special effects; addition of narration, voice-overs and dubbing; manages and oversees live broadcasts of Board of Trustees meetings, sports events and arts performances/productions.

5. Manages and oversees development of programs from original concept to completed project, including: interviewing clients and preparing program proposals, creative approaches and treatments for client approval; script development; story boarding and shot planning; selection and supervision of the work of talent during recording; and post-production activities.

6. Oversees set up of equipment for teleconferences and podcasts; directs the maintenance of image databases and multimedia archives.

7. Monitors the use, maintenance and repair of production control room equipment and equipment for duplication, conversion and creation of content in various formats.

8. Oversees and participates in providing consulting, technical support and tutorials to faculty wishing to produce their own instructional videos.

9. Manages and monitors operations of the cable TV station and its two broadcast channels; prepares traffic sheets for station broadcast programming; meets with administrators, managers and faculty to plan programming for distance learning courses and promotional/public information broadcasts.

10. Evaluates section service quality and performance and ensures compliance with client service objectives and District policies and procedures; meets with clients to plan projects, assignments and other services to meet longer-range needs and requirements in a cost-effective manner.

11. Monitors technology and other trends and evaluates new technology solutions for their potential effectiveness in meeting client needs and their integration with the District's technology environment; researches and recommends new technologies, equipment, operational methods, and techniques.

12. Oversees the preparation and maintenance of a variety of records and files.

QUALIFICATIONS

Knowledge of:

1. Industry standards and technology trends applicable to broadcast and video/audio production services and operations.

2. Principles and practices of multi-media production planning and development.

3. Methods and techniques for concept development, story boarding and script writing for a variety of purposes and audiences.
4. Uses, operations and maintenance of a wide variety of technical audio and video production equipment, including digital video and audio technology, video and audio editing equipment, microphones, lighting, graphic production equipment and teleconference/podcast equipment.

5. Web design and web streaming principles, methods and techniques.

6. Television production and production facilities management, including 24/7 broadcast operations with live broadcast components.

7. Television and cablecast programming and operational techniques, practices, software and equipment, including broadcast quality cameras, schedulers, broadcast and other servers, satellite feed connections and broadcast test and monitoring equipment.

8. Trademark and copyright law and fair use practices for education.

9. Principles and practices of sound business communication.

10. Federal, state and local laws, regulations and court decisions applicable to assigned areas of responsibility.

11. Research methods and data analysis techniques.

12. Principles and practices of public administration for budgeting, purchasing and maintenance of public records.

13. Principles and practices of effective management and supervision.

14. District classified human resources policies and procedures and labor contract provisions.

**Ability to:**

1. Plan, organize, manage, coordinate and integrate the operations and activities of the Instructional Media Production Services group.

2. Ensure the development of high quality video and web-streaming production for event documentation and for instructional, promotional and public information programming to meet client needs and expectations.

3. Oversee and monitor the programming and operations of a cable television station to meet District instructional and public information objectives in compliance with FCC regulations; ensure high broadcast quality and reliability.

4. Provide sound technical and consulting advice to faculty on instructional video development.

5. Conduct research, evaluate alternatives and reach sound conclusions in accordance with law, regulations, policies and procedures applicable to areas of responsibility.

6. Communicate clearly and effectively, both orally and in writing.

7. Prepare clear, concise and comprehensive correspondence, reports and other written materials.

8. Organize, set priorities and exercise sound independent judgment within areas of responsibility.
9. Exercise tact and diplomacy in dealing with sensitive and complex issues and situations.

10. Establish and maintain effective working relationships with District management, administrators, faculty, staff, vendors, the public and others encountered in the course of work.

**Education, Training and Experience:**
A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from a four-year college or university with a major in communications, television broadcasting, media administration or a closely related field; and six years of increasingly responsible multi-media and/or broadcast production experience, at least two years of which were at a supervisory or program management level; or an equivalent combination of training and experience.

**Licenses; Certificates; Special Requirements:**
A valid California driver's license and the ability to maintain insurability under the District’s vehicle insurance policy.

**PHYSICAL AND MENTAL DEMANDS**
The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Physical Demands**
While performing the duties of this job, the employee is regularly required to sit; talk or hear, both in person and by telephone, and hear signal warnings and equipment operating sounds; use hands to finger, handle and feel computers, instruments and standard business equipment; and reach with hands and arms. The employee is frequently required to stand and walk; stoop, kneel, bend or crouch; and lift up to 50 pounds.

Specific vision abilities required by this job include close vision and the ability to adjust focus.

**Mental Demands**
While performing the duties of this class, the incumbent is regularly required to use written and oral communication skills; read and interpret complex documents and instruments; analyze and solve complex problems; use math/mathematical reasoning; observe and interpret situations and conditions; perform highly detailed work on multiple concurrent tasks; and interact with District management, administrators, faculty, staff, the public and others encountered in the course of work.

**WORK ENVIRONMENT**
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
The employee works under typical office conditions, and the noise level is usually quiet. The employee frequently works in outside conditions, with exposure to weather, work on uneven surfaces and risks of electrical shock.