

City of Dunedin, Florida
Class Description

JOB TITLE: TV Production Specialist
Communications Department

GENERAL STATEMENT OF JOB

Under general supervision, creates content for the City of Dunedin's Government Access Cable Television Channel, Dunedin TV. Schedules and maintains programming and equipment for Dunedin TV. Produces segments for Spotlight on Dunedin, Public Service Announcements, social media and the City of Dunedin website. Directs live televised meetings, schedules interviews and updates bulletin board for DTV. Responsible for planning, coordinating, directing, and producing television programs. Oversees interns and part-time contractors, performs related work as directed. Reports to the Communications Director.

SPECIFIC DUTIES AND RESPONSIBILITIES

ESSENTIAL JOB FUNCTIONS

The duties recorded below are representative of the duties of the class and are not intended to cover all the duties performed by incumbents(s) of any particular position.

Operates various production equipment, including cameras, audio and video equipment, lighting, props, and microphones, for studio and location production.

Digitally edits footage to create videos for Dunedin TV and social media sites.

Digitizes video programs on-air server systems and assists City Clerk with Granicus digital video playback system as necessary.

Operates video equipment such as cameras, switcher, audio mixers, digital recorders/players, editors, character generators and automated playback equipment.

Works in conjunction with City staff to prepare public information and in-service training programs.

Attends production meetings.

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Maintains the City's digital library of photographs and videos.

Assists with photography and edits photographs for use on social media sites.

Exercises tact and courtesy when providing technical assistance and advice to City personnel and elected officials.

Performs technical duties independently.

Performs moderately complex decision making.

Greets office visitors and performs customer/public service duties as required.

Oversees the use and maintenance of TV production equipment.

ADDITIONAL JOB FUNCTIONS

Answers the telephone; provides accurate information to callers and/or forwards calls to appropriate staff person.

Performs related duties as required

MINIMUM TRAINING AND EXPERIENCE

Requires a Bachelor's Degree with two years of related experience.

An equivalent combination of training and experience which provides the required skills, knowledge and abilities may be considered.

SPECIAL REQUIREMENTS

Requires a valid Florida driver's license.

PERFORMANCE INDICATORS

Knowledge of Job: Knows how to perform duties in a courteous manner and with the utmost integrity in the best interest of the public. Has knowledge of and skill in the use of modern office practices and equipment. Has knowledge of

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proper English usage, vocabulary, punctuation and spelling; has knowledge of basic mathematics. Is able to type accurately at a rate sufficient for the successful performance of assigned duties. Is able to maintain confidentiality as required. Is able to read and interpret various materials pertaining to the responsibilities of the job. Is able to take the initiative to complete the duties of the position without the need of direct supervision. Is able to use independent judgment in performing routine and non-routine tasks. Has the ability to plan, organize and prioritize daily assignments and work activities. Has the ability to learn and utilize new skills and information to improve job performance and efficiency. Clearly understands any occupational hazards and adheres to all safety precautions inherent in performing the essential functions of the work. Has the ability to speak and understand the English language.

PERFORMANCE APTITUDES

Human Interaction: Requires the ability to exchange information for the purpose of obtaining information or clarifying details. Performs such within well-established policies, procedures and standards. Knows how to perform duties in a courteous manner and with the utmost integrity in the best interest of the public. Is able to offer assistance to fellow employees as necessary.

Equipment, Machinery, Tools and Materials Utilization: Requires the ability to use, operate and/or handle equipment such as a computer, copier, fax machine, recording equipment, calculator, telephone. Has knowledge of and skill in the use of modern office practices and equipment. Is able to type accurately at a rate sufficient for the successful performance of assigned duties.

Mathematical Aptitude: Has knowledge of basic mathematics

Verbal Aptitude: Requires the ability to use a variety of reference and descriptive data and information. **Mathematical Aptitude:** Requires the ability to perform addition, subtraction, multiplication and division; calculate decimals and percentages; may require ability to utilize principles of fractions and/or to interpret graphs. Has knowledge of proper English usage, vocabulary, punctuation and spelling.

Functional Reasoning: Requires the ability to apply principles of rational systems. Ability to interpret instructions furnished in written, oral, diagrammatic or schedule form. Ability to exercise independent judgment to adopt or modify methods and standards to meet variations in assigned objectives. Is able to take the initiative to complete the duties of the position without the need of direct

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supervision.

Situational Reasoning: Requires the ability to exercise the judgment required in situations characterized by repetitive or short-cycle operations covered by set procedures or sequences. Is able to use independent judgment in performing routine and non-routine tasks.

ADA COMPLIANCE

Physical Ability: Tasks involve the ability to exert a medium amount of physical effort in field and studio work that may include lifting/moving production equipment from a variety of locations with the ability to lift up to 50lbs.

Sensory Requirements: Tasks require visual and auditory perception and discrimination as well as oral communications ability.

Environmental Factors: Tasks are regularly performed without exposure to adverse environmental conditions. Tasks may require extensive VDT exposure.

The City of Dunedin is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the employer will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.



Communications Director

4-11-16

Date