



Park Hill School District

Building Successful Futures • Each Student • Every Day

Position Description

POSITION TITLE: Broadcast Production Specialist

F.L.S.A.: Non-Exempt

REPORTS TO: Director of Communication Services

QUALIFICATIONS:

- Degree in journalism or communications
- Two years' experience in broadcast journalism preferred
- Video shooting and editing knowledge preferred
- On-camera and voice-over skills preferred
- Experience with the Adobe Creative Suite, Microsoft Office software and non-linear editing software is preferred

ESSENTIAL JOB FUNCTIONS:

The broadcast production specialist is responsible for coordinating the content and business operations for the district's cable TV station and video productions. The position requires judgment, organization and follow-through. The broadcast production specialist works in close partnership with the video technology specialist to produce broadcast and video productions.

1. Plan and produce all of the features, news shows, sports coverage and other programming for our cable TV station.
2. Collaborate with the video technology specialist on shooting and editing schedules.
3. Coordinate participants in video programming.
4. Collaborate with the high school broadcast journalism teacher and with staff in all district schools to support the broadcast journalism curriculum and to facilitate student participation in cable TV station.
5. Collaborate with the communication specialist to identify opportunities for coverage of school events, student successes and staff honors.
6. Collaborate with the video technology specialist to air programming on TV and on the website.

Broadcast Production Specialist (continued)

7. Monitor and track deadlines, errors, coverage of identified stakeholder information needs and other performance measures.
8. Develop scripts for video productions.

OTHER RESPONSIBILITIES:

1. Manage the videos on the district website and intranet site.
2. Manage the video archives in collaboration with the video technology specialist.
3. Coach students and staff who will appear on air to increase their comfort and professionalism on-camera.
4. Produce DVD copies of programming and manage the sale of the DVDs to district patrons.
5. Administer the agreement with the cable company and negotiate future agreements as necessary.
6. Manage the department's supplies, ordering and security, in collaboration with the video technology specialist.
7. Attend meetings as required.
8. Other duties as assigned.