

CLASS SPECIFICATION
Cable TV Producer

GENERAL PURPOSE

Under direct supervision, performs production and post-production assignments in the daily operations of the City's cable television channel, MVTV-3; performs station operations; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

Cable TV Producer is the entry-level cable production position. Incumbents perform duties of routine to moderate difficulty while learning practices, procedures and creative processes associated with cable channel production programming and broadcasting. Assignments may vary in difficulty and complexity and the incumbent is expected to have the experience, expertise and demonstrated creativity and proficiency to perform required tasks.

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. Assists in the programming and daily operations of the City's cable television channel, MVTV-3; produces local origination programming, including City Council meetings, talk shows and news programming; assists in and develops complex video programs; performs field and studio production assignments; operates technical station broadcast equipment and performs day-to-day station operations; creates informational pieces on City activities, events and resources for distribution to external parties.
2. Performs production and post-production duties, including script writing, technical direction, creating and producing electronic graphics and digital video effects, setting up and operating single- and multiple-camera and audio equipment, operating remote control cameras, monitoring and adjusting microphone audio levels, operating video tape editing equipment and performing support functions during filming or broadcasting of meetings; schedules programming shoots, including coordination of staff, guests and equipment; cuts and solders audio and video cable lengths and patches wires as needed.
3. Maintains MVTV-3 production facilities and equipment; oversees, arranges for and/or performs preventative maintenance, installation, design and fabrication of video systems as necessary.
4. Performs data entry to update and maintain the division's electronic bulletin board; conducts research and gathers information on City events and activities.
5. Operates equipment to duplicate video projects; logs, assets and updates and maintains the City's video database.

OTHER DUTIES

1. Provides audio-visual support for City presentations and at City meetings.
2. Updates the City's social media account including the City's YouTube Channel.
3. Facilitates and performs website updates as required

QUALIFICATIONS

Knowledge of:

1. Television programming and production techniques, practices and equipment.
2. Design and preparation of computer-generated graphics and digital video motion graphics and effects.
3. Principles, techniques and methods of program and broadcast direction.
4. Correct English usage, including spelling, grammar and punctuation.
5. Standard industrial-quality television equipment and cameras necessary to broadcasting on a government channel and methods of operation.
6. Simple script writing assignments.
7. Video editing techniques including digital effects compositing.
8. Character generation and multimedia applications.
9. Digital film, video and still camera operation.

Ability to:

1. Operate television cameras and lighting controls.
2. Direct live and recorded cable television productions.
3. Set up television production equipment for both studio and remote site usage.
4. Edit videos and use related equipment.
5. Communicate clearly and effectively, both orally and in writing.
6. Exercise sound independent judgment within guidelines.
7. Use word processing, desktop publishing and database management software.
8. Establish and maintain effective working relationships with City officials, management, staff, 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 college or university with a major in communications, radio or television production, journalism or a closely related field; and one year of experience in television programming or production; 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 City'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 class, the employee is regularly required to sit; talk or hear, in person and by telephone; use hands to finger, handle, feel or operate standard office equipment; and reach with hands or arms. The employee frequently is required to walk and stand. The employee is occasionally required to climb or balance; stoop, kneel, crouch or crawl.

Specific vision abilities required by this job include close vision, color vision, the ability to distinguish basic colors and shades, depth perception and the ability to adjust focus.

Mental Demands

While performing the duties of this class, the employee is regularly required to use oral and written communication skills; read and interpret data, information and documents; analyze and solve problems; observe and interpret data and situations; learn and apply new skills or information; perform highly detailed work on multiple concurrent tasks; work under changing and intensive deadlines with frequent interruptions; and interact with City officials, management, 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. Production assignments may require working outside on location in varied open space and city environments where noise levels range from quiet to moderately loud.