



**Orange County Department of Education
Human Resources Department
Classified Class Specification**

**Class Code: 3104
Date Adopted: 7/1/2024**

**FLSA Status: Nonexempt
Union Representation: Represented**

Lead Producer, Media Production Services

GENERAL PURPOSE

Under direction, performs a variety of complex duties in the planning, writing, development, and execution of in-studio, field, and live video/web streaming production assignments; directs and stage manages live events and directs live broadcasts via satellite and closed circuit TV; performs a full range of pre- and post-production activities for production assignments for instructional, promotional, public information, and staff development programming; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

Lead Producer, Media Production Services, is responsible for carrying out a wide variety of complex studio and field video production assignments of varying scope and levels of sophistication, including directing and staging large-scale live events and directing live broadcasts. An incumbent organizes, plans, and executes assignments for digital video productions for instructional programming and for informational and staff development productions and broadcasts. The incumbent provides technical advice to other Media Production Services staff on script development and serves as a general script editor. Duties and responsibilities are carried out with considerable independence within the framework of established policies, procedures, and guidelines.

ESSENTIAL DUTIES AND RESPONSIBILITIES

This position description is intended to describe the general nature and level of work being performed by an employee assigned to this position. This description is not an exhaustive list of all duties, responsibilities, knowledge, skills, abilities, and working conditions associated with this position. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

1. Direct and stage manage large-scale live events with a blend of live stage performers and multimedia presentations and effects; call lighting, sound, and staging cues; direct live broadcasts via satellite and closed-circuit TV; and direct live-to-tape programs that involve multi-camera live-switched videotaping.
2. Develop programs from original concept to completed project; interview clients and prepare program proposals, creative approaches, and treatments for client approval; write or review scripts; write other materials, including brochures and lyrics for songs; perform storyboarding and shot planning; determine requirements for actors, singers, narrators, and other talent, and conduct auditions; and arrange for and direct the work of talent during recording.
3. Plan, develop, and schedule a wide variety of in-studio, field, and live video/web streaming production assignments based on the end result and production quality expected by clients; perform and oversee the full range of pre- and post-production activities, including: construction of sets, props, staging,

and lighting; set-up of audio and video equipment; creation and pre-loading of titles; motion graphics and animations; and digital video and audio editing and mixing.

4. Create video graphics and special effects; addition of narration, voice-overs, and dubbing; and duplicate completed production in the requested media format.
5. Provide consulting, technical support, and other assistance to Orange County Department of Education (OCDE) management and staff on media production programs and services.
6. Assist other Media Production Services staff in the development of program concepts and methods for translating concepts into scripts for instructional media programming; review edited projects at various points to provide constructive feedback and suggestions; review and serve as the general editor for scripts; and collaborate with others on script writing assignments.
7. Use photography equipment, including cameras, lenses, and lights, to capture professional images as requested.
8. Assist in maintaining equipment and providing video and technology support for meetings and events.

QUALIFICATIONS

Knowledge of:

1. Industry standards and technology trends applicable to video/audio production services and operations.
2. Principles and practices of multi-media production planning and development.
3. Methods and techniques for concept development, storyboarding, 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, broadcast quality cameras, video and audio editing equipment, microphones, lighting, graphic production equipment, teleconference, and podcast equipment.
5. Techniques for setting up multi-camera and live-action productions and sound and lighting systems for studio and field productions.
6. Methods and procedures applicable to the staging of live events, including the aesthetics of theatrical productions.
7. Uses and operations of computer-based photographic and image editing equipment and software.
8. Basic web design and web streaming principles, methods, and techniques.
9. Various output media, their specifications, and methods of duplication and conversion.
10. Trademark and copyright law and fair use practices for education.
11. Principles and practices of sound business communication.
12. Standard business software, including word processing, graphics, page layout, and presentation applications.

Ability and Skill to:

1. Plan, organize, and execute assigned production projects at a high level of quality to meet client expectations.

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2. Interview clients, understand their needs, and select appropriate methods and end products for their projects.
 3. Operate and maintain a wide variety of broadcast and video/audio production and editing equipment.
 4. Maintain broadcast quality and standards in live satellite and closed-circuit TV productions.
 5. Troubleshoot, diagnose, and resolve production equipment, hardware, and software problems.
 6. Set up video and audio production equipment for effective use in both studio and field settings.
 7. Conduct research, evaluate alternatives, and reach sound conclusions in accordance with laws, regulations, policies, and procedures applicable to areas of responsibility.
 8. Communicate clearly and effectively, both orally and in writing; prepare clear, concise, and comprehensive correspondence, reports, and other written materials.
 9. Organize, set priorities, and exercise sound independent judgment within areas of responsibility.
 10. Deal with sensitive and difficult situations.
 11. Establish and maintain effective working relationships with OCDE management, administrators, faculty, staff, vendors, the public, and others encountered in the course of work.
 12. Must demonstrate attendance sufficient to complete the duties of the position as required.

Education, Training, and Experience:

A typical way of obtaining the knowledge, skills, and abilities outlined above is a bachelor's degree in communication or related field and five (5) years of video and audio production; or a combination of training and experience. Experience in live/web streaming production and the use of broadcast quality and high-end production equipment is preferred.

Licenses; Certificates; Special Requirements:

A valid California driver's license and the ability to maintain insurability under OCDE'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.

Physical Demands

Employees must be able to perform the essential functions of the position with or without accommodation. Employees in this classification frequently walk, stand, and lift, carry, push, and pull heavy objects. They read written and electronic materials; communicate clearly with those contacted through the course of work (typically in person, on the phone, and via email); and access and operate all required equipment for job duties. The position includes the need to traverse uneven surfaces; and to lift and or move up to 50 pounds and lift up to 100 pounds with assistance.

Must pass a pre-employment physical examination related to job duties and assignments and in accordance with relevant codes and regulations.

Mental Demands

While performing the duties of this class, the incumbent is regularly required to use written and oral communication skills; read and interpret information; analyze and solve problems; make observations and interpret people and situations; use mathematical reasoning; learn and apply new information or skills; perform detailed work on multiple, concurrent tasks with frequent interruptions; work under intensive deadlines and meet productivity requirements; and interact successfully with various groups of people 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 essential functions. The employee works under typical office and meeting room conditions, and the noise level is usually quiet. The employee may occasionally work in an outdoor environment exposed to heat and cold.