



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

**Class Code: 3109
Date Adopted: 7/1/2024**

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

Senior Producer, Media Production Services

GENERAL PURPOSE

Under direction, performs a variety of complex duties in the planning, development and execution of in-studio, field and live video/web streaming production assignments; 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

Senior Producer, Media Production Services is responsible for carrying out a wide variety of studio and field video production assignments of varying scope and levels of sophistication. An incumbent, plans and organizes resources and executes assignments for digital video productions for instructional programming and for informational and staff development productions and broadcast. An incumbent also provides sound and video support for OCDE on- and off-site conferences and plans and sets up equipment for teleconferences. Duties and responsibilities are carried out with considerable independence within the framework of established policies, procedures, and guidelines.

Senior Producer, Media Production Services is distinguished from Lead Producer, Media Production Services in that an incumbent in the latter class performs live direction for major conference events, in addition to performing media production assignments.

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. Plan, develop, and schedule a wide variety of in-studio, field and live video/web streaming production assignments, based on the end result/production quality expected by clients; perform and oversee the full range of pre- and post-production activities including: construction of sets, staging and lighting; set up of audio and video equipment; creation and pre-loading of titles; and digital video and audio editing and mixing.
2. Create video graphics and special effects; add narration, voice-overs and dubbing; and duplicate completed production in requested media format.
3. Develop programs from original concept to completed project; interview clients and prepare program proposals, creative approaches, and treatments for client approval; write or reviews scripts; perform story boarding and shot planning; arrange for and direct the work of talent during recording; perform post-production activities; and presens final edits for client approval.

4. Set up and monitor equipment for teleconferences and pod casts; take still photographs for inclusion in projects; and scan images and create motion graphics.
5. Create or design and implement sound and video reinforcement plans for on- and off-site conferences and educational events; and work with off-site facility representatives and technicians to perform set-up and testing.
6. Provide consulting, technical support and other assistance to OCDE management and staff on media production programs and services, as requested.

OTHER DUTIES

1. Configure/reconfigure complex and specialized computer-based video editing/graphic arts systems.
2. Monitor technology and other trends and evaluate new technology solutions for their potential effectiveness in meeting client needs and their integration with OCDE's technology environment; research and recommend new technologies, equipment, operational methods, and techniques.

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, 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.
5. Techniques for setting up multi-camera and live-action productions and sound and lighting systems for studio and field productions.
6. Uses and operations of computer-based photographic and image editing equipment and software.
7. Basic web design and web streaming principles, methods, and techniques.
8. Various output media, their specifications and methods of duplication and conversion.
9. Trademark and copyright law and fair use practices for education.
10. Principles and practices of sound business communication.
11. 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.
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. Troubleshoot, diagnose, and resolve production equipment, hardware and software problems.
5. Set up video/audio production equipment for effective use in both studio and field settings.
6. Conduct research, evaluate alternatives, and reach sound conclusions in accordance with law, regulations, policies, and procedures applicable to areas of responsibility.
7. Communicate clearly and effectively, both orally and in writing.
8. Prepare clear, concise, and comprehensive reports, documentation, 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 communications, television production, or a related field and four (4) years of video/audio production experience; 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 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. This position may perform deskwork for extended periods.

Must pass a pre-employment physical examination related to job duties/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. This position performs deskwork for extended periods.

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 and meeting room conditions, and the noise level is usually quiet. The employee occasionally works in an outdoors environment and is exposed to heat and cold.