



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

**Class Code: 3104
Date Adopted: July 1, 2008
Date Revised: September 2, 2015**

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

Lead 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; 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 via satellite and closed circuit TV. An incumbent organizes resources, plans, and executes assignments for digital video productions for instructional programming and for informational and staff development productions and broadcast. 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

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. Directs and stage manages large scale live events with a blend of live stage performers and multimedia presentations/effects; calls lighting, sound, and staging cues; directs live broadcasts via satellite and closed circuit TV; directs live-to-tape programs that involve multi-camera live-switched video-taping.
2. Develops programs from original concept to completed project; interviews clients and prepares program proposals, creative approaches, and treatments for client approval; writes or reviews scripts; writes other materials, including brochures and lyrics for songs; performs story boarding and shot planning; determines requirements for actors, singers, narrators, and other talent and conducts auditions; arranges for and directs the work of talent during recording; performs post-production activities; and presents final edits for client approval.
3. Plans, develops, and schedules a wide variety of in-studio, field, and live video/web streaming production assignments, based on the end result/production quality expected by clients; performs and oversees 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; digital video and audio editing and mixing; creation of video graphics and special effects; addition of narration, voice-overs, and dubbing; duplicates completed production in requested media format.

ESSENTIAL DUTIES AND RESPONSIBILITIES (cont.)

4. Provides consulting, technical support, and other assistance to OCDE management and staff on media production programs and services, as requested.

OTHER DUTIES

1. Assists other Media Production Services staff in the development of program concepts and methods for translating concepts into scripts for instructional media programming; may review and serve as general editor for scripts; collaborates with others on script writing assignments.

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, including digital video and audio technology, broadcast quality cameras, video and audio editing equipment, microphones, lighting, graphic production equipment, and teleconference/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 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. Maintain broadcasting 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/audio production equipment for effective use in both studio and field settings.

Ability to: (cont.)

7. Conduct research, evaluate alternatives, and reach sound conclusions in accordance with law, regulations, policies, and procedures applicable to areas of responsibility.
8. Communicate clearly and effectively, both orally and in writing.
9. Prepare clear, concise, and comprehensive reports, documentation and other written materials.
10. Organize, set priorities, and exercise sound independent judgment within areas of responsibility.
11. Deal with sensitive and difficult situations.
12. Establish and maintain effective working relationships with OCDE management, administrators, faculty, staff, vendors, the public, and others encountered in the course of work.
13. 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 graduation from a four-year college or university with a major in communications, television production, or a closely related field; and five years of progressively responsible video/audio production experience; or an equivalent 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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

While performing the duties of this job, the employee is regularly required to sit, walk, and stand; talk or hear, both in person and by telephone, and hear signal warnings and equipment operating sounds; use hands to finger, handle, and feel computers, instruments, and standard business equipment; and reach with hands and arms from the waist to at or above shoulder level; bend, stoop, push, pull, grasp, squat, kneel, and twist to open file cabinet drawers, and lift and move up to 50 pounds and lift up to 100 pounds with assistance. Travel over uneven terrain that may include gravel or dirt, carry materials on stairs; some locations may have stairs and will not have elevators.

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

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 complex documents and instruments; analyze and solve complex problems; use math/mathematical reasoning; observe and interpret people and situations; perform highly detailed work on multiple concurrent tasks with constant interruptions; and interact with OCDE management, administrators, 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 and meeting room conditions, and the noise level is usually quiet. The employee may occasionally work in an outdoors environment exposed to heat and cold.