



Orange County Department of Education
Human Resources Department
Supervisory Class Specification

Class Code: 3025
Date Adopted: July 1, 2008
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FLSA Status: Nonexempt
Union Representation: Unrepresented

MEDIA PRODUCTION SERVICES SUPERVISOR

GENERAL PURPOSE

Under direction, organizes, plans, schedules, supervises, and evaluates operations of OCDE's media production services unit; manages activities of a video production studio and studio, field, and live video and web-streaming productions for instructional, promotional, public information, and staff development programming, manages the delivery of a wide variety of other services, including support for teleconferences and staging of large events; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

Media Production Services Supervisor is responsible for planning, managing, directing, coordinating, and participating in video development and production for instructional, promotional, public information, and staff development purposes. The incumbent manages the operation of in-house production studios and ensures high quality programming and production projects and activities that support achievement of OCDE goals and academic programs. The incumbent also manages the delivery of a wide range of related services. 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. Interviews, selects, organizes, supervises, coaches, and evaluates the performance and work of assigned staff; with staff, develop, establish, implement, and monitor work plans to achieve assigned goals and objectives; provides coaching for performance growth and improvement; subject to management concurrence, takes disciplinary action, up to and including termination, to address performance deficiencies, in accordance with OCDE's human resources policies and labor contract provisions.
2. Participates in developing, implementing and evaluating work programs, plans, processes, systems, and procedures to achieve department/program and OCDE goals, objectives, and performance measures consistent with OCDE's quality and service expectations.
3. Coordinates and oversees planning and development for in-studio, field, and live video/web streaming production assignments, based on the end result/production quality expected by clients; oversees the full range of pre- and post-production activities including: set up of audio, video, and lighting equipment; creation and pre-loading of titles; digital video and audio editing and mixing; creation of special effects; addition of narration, voice-overs and dubbing.

ESSENTIAL DUTIES AND RESPONSIBILITIES (cont.)

4. Serves as executive producer; plans and oversees development of programs from original concept to completed project, including: interviewing clients and preparing program proposals, creative approaches and treatments for client approval; script development; story boarding and shot planning; selection and supervision of the work of talent during recording; and post-production activities.
5. Estimates production budgets and determines schedules for production projects; approves the hire of temporary crew and talent for projects; manages and monitors costs and resources for projects; troubleshoots and resolves problems related to production operations and related matters.
6. Oversees the delivery of a variety of related services including: duplication of audio-visual, CD, and DVD materials; loan of audio-visual equipment; set up of equipment for teleconferences and pod casts; support for conferences and planning and staging for large-scale conference events.
7. Monitors the use, maintenance, and repair of production equipment and equipment for duplication, conversion, and creation of content in various formats; researches and evaluates equipment needs and purchases new/replacement equipment.
8. Oversees and participates in providing consulting, technical support and other assistance to OCDE management and staff on media production programs and services; coordinates, directs, and implements media programs for other County school districts and OCDE business partners.

OTHER DUTIES

1. Monitors technology and other trends and evaluates new technology solutions for their potential effectiveness in meeting client needs and their integration with OCDE's technology environment; researches and recommends new technologies, equipment, operational methods, and techniques.
2. Oversees the preparation and maintenance of a variety of records and files.

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/pod cast equipment.
5. Web design and web streaming principles, methods, and techniques.
6. Trademark and copyright law and fair use practices for education.
7. Principles and practices of sound business communication.
8. Federal, State and local laws, regulations and court decisions applicable to assigned areas of responsibility.
9. Research methods and data analysis techniques.
10. Principles and practices of public administration for budgeting, purchasing, and maintenance of public records.
11. Principles and practices of effective supervision.
12. OCDE human resources policies and procedures and labor contract provisions.

Ability to:

1. Prioritize, organize and supervise the operations and activities of the Media Production Services group.
2. Ensure the development of high quality video and web-streaming production for instructional, promotional, public information and staff development programming to meet client needs and expectations.
3. Provide sound technical and consulting advice to OCDE management, staff, staff of other school districts and others on development of video production and related programming.
4. Define issues, analyze problems, evaluate alternatives, and develop sound, independent conclusions and recommendations.
5. Interpret, explain, and apply OCDE policies, state, federal laws, and regulations applicable to assigned areas of responsibility.
6. Communicate clearly and effectively, both orally and in writing.
7. Prepare clear, concise, and comprehensive correspondence, reports and other written materials.
8. Organize, set priorities, and exercise sound independent judgment within areas of responsibility.
9. Dealing with sensitive and difficult situations.
10. Establish and maintain effective working relationships with OCDE management, administrators, faculty, staff, vendors, the public, and others encountered in the course of work.
11. 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 broadcasting, media administration, or a closely related field; and six years of increasingly responsible multi-media and/or broadcast production experience, at least two years of which were at a supervisory or program management level; 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. 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. Lifts over fifty pounds have been designed for two, three, or four persons. Travel over uneven terrain that may include gravel or dirt, carry materials on stairs; some locations may have stairs and will not have elevators.

Physical Demands (cont.)

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 conditions, and the noise level is usually quiet.