

**KERN COUNTY SUPERINTENDENT OF SCHOOLS  
NEW DRAFT APPROVED JANUARY 2015  
RANGE: 46.0  
CLASSIFIED  
CODE: 2**

**SENIOR DIGITAL TELEVISION MEDIA PRODUCER**

**DEFINITION**

Under general direction, produce, direct, research, write, and/or supervise all facets of the production of educational and/or promotional digital media content and contract productions for local, regional, state and national clients.

**EXAMPLES OF DUTIES**

Serve as lead technical and production consultant in the design, creation and implementation of multimedia/multiplatform presentations;

meet with staff and clients to plan, script, design and produce digital instructional and promotional products for local, regional, state and national clients;

direct and technically direct television crews, instructors, actors, and all participants in single and multi-camera live and pre-recorded studio and/or on-location productions of educational and/or promotional digital content;

plan and schedule the use of production facilities including studio facilities, location equipment, audio booth and editing suites;

perform advanced programming, maintenance and updating of computerized editing systems to edit digital content;

serve as technical and hands-on consultant and operator for all types of digital storage/sequencing/playback systems;

serve as director and technical director of live multi-camera studio and remote productions;

create computer graphics, multimedia segments and computer character generator titles for educational materials and digital content;

train and motivate production personnel including student production assistants, student programs, grant recipients and participants, freelance production personnel and volunteers;

research, evaluate, and recommend the implementation of emerging video production components, systems, software and hardware upgrades;

facilitate and perform digital file transfers and multi-format duplication/conversions of instructional media;

set up and operate a wide variety of broadcast quality studio and location video production equipment including computer editors, cameras, computer graphics, digital production switchers, effects generators, digital video recorders, digital web-streaming audio consoles, microphone systems, lighting equipment, and associated components;

participate in the recommendation, preparation, implementation and tracking of production budgets and create invoices for services;

work in a studio and various on-location sites;  
exert force to 20 lbs. occasionally and 10 lbs. frequently;  
significant standing/walking/pushing/pulling;  
frequent reaching overhead;  
constant talking and hearing;  
working in conditions with moderate noise intensity level;  
frequent near and far acuity, depth perception, focal length change, color vision and peripheral vision;  
other tasks related to the position as assigned.

## **QUALIFICATIONS**

### Knowledge of:

Television production activities, techniques and equipment;  
television directing activities;  
lighting and set design;  
computer editing systems and digital storage/transfer systems.

### Ability to:

Direct and technically direct multi-camera live television productions (air check with directors track);  
write and edit scripts;  
work under pressure and time deadlines;  
read and understand oral and written material;  
communicate clearly verbally and in writing;  
relate well with people and work cooperatively with employees, other agencies, and the public;  
plan and organize work and set priorities;  
work flexible hours or shifts including weekends and holidays;  
safely relocate heavy objects;  
recognize and report hazards and apply safe work methods.

### Experience:

Five (5) years of experience in television production or a Bachelor's degree in radio-TV, and/or film production, communications, or journalism plus three (3) years of experience in television production.

### Education:

High school graduation or other equivalent.

Conditions of employment:

Must possess a valid Class C California Driver's License, and proof of privately owned automobile insurance.

Some positions may require proof of privately owned automobile insurance and possession of a valid California Motor Vehicle operator's license which must be maintained for the duration of the assignment.

Fingerprint clearance by both the Federal Bureau of Investigation and the California Department of Justice is a condition of appointment after all other required job conditions have been met.

Must present verification of completion of Child Abuse Mandated Reporter training or obtain verification within six (6) weeks of hire and annually thereafter, as required by the California Child Abuse and Neglect Reporting Act.

This position has a probationary period of six months or 130 days, whichever is longer.

CP: gs

12/15/15

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