

**KERN COUNTY SUPERINTENDENT OF SCHOOLS
REVISED/APPROVED AUGUST 2022
RANGE: 43.0
CLASSIFIED
TECHNICAL/SPECIALIST SERVICES SERIES
CODE: 2,4**

DIGITAL TELEVISION MEDIA PRODUCER

DEFINITION

Under general supervision, produces and directs digital media content and programs for educational and public interest;

involves producing, writing, shooting, editing, hosting, and directing programs for digital media platforms and educational television broadcasts.

EXAMPLES OF DUTIES

Plans and directs programs for digital media platforms and television broadcasts;

works with and directs television crews, instructors, actors and all participants in multi-camera and single camera studio and/or on-location productions of educational and/or promotional digital content;

serves as operator for all types of cameras/digital storage/sequencing/playback systems;

researches, evaluates, and recommends the implementation of emerging digital/video production techniques, systems and components;

supervises and researches the collection data, educational and community information, and news items for live and/or taped content;

edits video and audio digital media;

operates various district cars, pickup trucks, and vans;

conforms to safety standards as prescribed;

performs other tasks related to the position as assigned;

TV studio, various on-location sites, (i.e., natural settings, etc.);

light-exert force to 20 lbs., occasionally, or 10 lbs., frequently, or negligible force constantly;

may involve significant stand/walk/push/pull;

frequent reaching, handling;

constant talking and hearing;

frequent near and far acuity, occasional depth perception, focal length change, color vision and peripheral vision;

moderate noise intensity level;

television camera, lighting equipment, audio equipment, personal computers, video and digital platforms and computer editing systems, video production switcher, and video character generators, etc. will be used.

QUALIFICATIONS

Knowledge of:

Basic computer software applications;

digital editing, computer effects creation and graphics creation programs;

television production activities, techniques, digital, audio and broadcast equipment;

digital media and television directing activities;

lighting and set design.

Ability to:

Write original education materials/scripts for production;

edit scripts, digital content, and video tapes;

plan and organize work and set priorities;

concentrate on the accuracy of details;

make presentations to audiences;

work flexible hours or shifts including weekends and holidays;

safely relocate heavy objects;

interpret, explain and apply accurate written and oral instructions;

communicate clearly both orally and in writing;

work cooperatively with employees, other agencies, and the public;

recognize and report hazards and apply safe work methods.

Experience:

Three (3) years' experience in digital media/television production;

OR

Bachelor's degree in radio TV, and/or film production, communication, journalism, plus one (1) year experience in television production;

Education:

High school graduation or other equivalent (i.e., GED, college, technical, or trade school transcript, foreign equivalency, etc.).

Condition of employment:

Possess a valid Class C California Driver'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: mm

7/23/22

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