

**KERN COUNTY SUPERINTENDENT OF SCHOOLS  
APPROVED MARCH 2007  
SALARY SCHEDULE: #94  
CLASSIFIED ADMINISTRATIVE – OVERTIME EXEMPT  
CODES: 2, 6, 8**

**COORDINATOR I - MEDIA SERVICES AND KETN**

**DEFINITION**

Under direction, plan and supervise management functions of Kern Educational Television's daily operations, programming and production;

plan and supervise the delivery of instructional media resources;

supervise and coordinate activities of assigned staff.

**EXAMPLES OF DUTIES**

Involve responsibility for the management, coordination and planning for the production of programs and daily broadcasting operations for television and the supervision of assigned staff;

provide leadership to school district administrators in the area of instructional media, educational television and media resources;

provide leadership in the development and implementation of a comprehensive staff development program in the area of media services (video/television) as well as use of media delivered via the internet in the classroom;

maintain and coordinate media contracts and services agreements with districts, public and private sector agencies at the local, state and national levels which involve and promote the use of instructional media in the classroom;

supervise the maintenance of content and users within a media delivery system;

coordinate and develop media resources and programming;

develop, plan and coordinate assignments for television production;

coordinate activities of production staff with other sections/departments, schools, and outside agencies;

outline programs to be produced and evaluate finished scripts;

verify that programs and scripts conform to broadcast standards;

develop schedules and time lines to meet production deadlines;

manage, coordinate and supervise production facilities, production staff, media services staff and production equipment for all events;

direct and edit programs to meet management goals and review productions to ensure that objectives are attained;

assist in the preparation, and management of department budget;

recommend procedural changes to conform to state, federal, regulatory or contractual mandates;

serve as a resource person to television staff, production staff, and other districts staff;

direct and conduct research of equipment needs pertinent to educational television production equipment replacement;

confer and communicate with outside contractors and vendors to purchase television production equipment and services (e.g., video tapes, leasing services, satellite uplinks, production and engineering services and equipment, fiber optic equipment, sets, props, etc.);

evaluate assigned staff;

control budget for assigned productions;

conform to safety standards as prescribed;

generate and publish/post programming schedules for instructional services;

maintain internet home page with current schedules and instructional activities;

represent the county at professional meetings;

perform other tasks related to the position as assigned.

## **QUALIFICATIONS**

### Knowledge of:

Knowledge of all facets of television production techniques and equipment;

fundamental principles of media;

current trends, innovations and practices in the area of instructional television and media services;

problem solving techniques.

### Ability to:

Ability to structure, organize and systematize department activities with districts, etc.

Ability to budget, produce, direct, technically direct, light shoot, edit and manage television productions;

prepare technical and /or statistical reports;

perform strong verbal, written, analytical and persuasive skills and the ability to interact effectively with all levels of employees, vendors/contractors, districts and outside agencies.

Develop and apply operation and work procedures;

write scripts;

manage multiple projects with specific timelines and deadlines.

### Experience:

Five (5) years of experience in television or film production management.

Successful experience in the development and leadership of media related instruction.

Proven experience in the production of educational television programming.

Experience working collaboratively with school district programs and personnel.

Education:

Bachelor's degree from accredited college or university in television/media or other major recognized field.

Examples of assigned work areas:

Television studios and control rooms, remote van, classrooms, remote production sites including national and international sites, etc.

Examples of equipment/supplies used to perform tasks:

Computers, FAX machines, telephones, television cameras, lighting equipment, sound equipment, non-linear and linear editors, production switchers, cost analysis, utilization studies, etc.

Conditions of employment:

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 is overtime exempt and has a probationary period of one year.

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