



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

**Class Code: 3109  
Date Adopted: July 1, 2018  
Date Revised: September 2, 2015**

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

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## **Senior 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; 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**

Senior Producer, Media Production Services is responsible for carrying out a wide variety of studio and field video production assignments of varying scope and levels of sophistication. An incumbent, plans organizes resources and executes assignments for digital video productions for instructional programming and for informational and staff development productions and broadcast. An incumbent also provides sound and video support for OCDE on- and off-site conferences and plans and sets up equipment for teleconferences. Duties and responsibilities are carried out with considerable independence within the framework of established policies, procedures and guidelines.

Senior Producer, Media Production Services is distinguished from Lead Producer, Media Production Services in that an incumbent in the latter class performs live direction for major conference events, in addition to performing media production assignments.

### **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. 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, 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.
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; performs story boarding and shot planning; arranges for and directs the work of talent during recording; performs post-production activities; and presents final edits for client approval.
3. Sets up and monitors equipment for teleconferences and pod casts; takes still photographs for inclusion in projects; scans images and creates motion graphics.

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## **ESSENTIAL DUTIES AND RESPONSIBILITIES (cont.)**

4. Creates or designs and implements sound and video reinforcement plans for on- and off-site conferences and educational events; works with off-site facility representatives and technicians to perform set-up and testing.
5. Provides consulting, technical support and other assistance to OCDE management and staff on media production programs and services, as requested.

## **OTHER DUTIES**

1. Configures/reconfigures complex and specialized computer-based video editing/graphic arts systems
2. 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.

## **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. Techniques for setting up multi-camera and live-action productions and sound and lighting systems for studio and field productions.
6. Uses and operations of computer-based photographic and image editing equipment and software.
7. Basic web design and web streaming principles, methods, and techniques.
8. Various output media, their specifications and methods of duplication and conversion.
9. Trademark and copyright law and fair use practices for education.
10. Principles and practices of sound business communication.
11. 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.

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**Ability to: (cont.)**

4. Troubleshoot, diagnose, and resolve production equipment, hardware and software problems.
5. Set up video/audio production equipment for effective use in both studio and field settings.
6. Conduct research, evaluate alternatives and reach sound conclusions in accordance with law, regulations, policies and procedures applicable to areas of responsibility.
7. Communicate clearly and effectively, both orally and in writing.
8. Prepare clear, concise and comprehensive reports, documentation, and other written materials.
9. Organize, set priorities, and exercise sound independent judgment within areas of responsibility.
10. Deal with sensitive and difficult situations.
11. Establish and maintain effective working relationships with OCDE management, administrators, faculty, staff, vendors, the public, and others encountered in the course of work.
12. 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 four 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.

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### **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 occasionally works in an outdoors environment and is exposed to heat and cold.