



Job Description

Job Title: Instructor II, Mass Media & Production

Position Code: 7E00, GE00

Job Classification: Exempt

Supervisor: Program Administrator I

Pay Grade: 35A, 37A, 38A, 39A

Contract Length: 202 Days

Job Summary

Position is responsible for instructing secondary school students in the field of mass communications/video production and creating a safe and orderly learning environment. Position motivates students to develop an interest in and an appreciation for the mass communications field. Position develops knowledge, skills, and talents of students, utilizing a variety of instructional techniques appropriate to students' interests and abilities.

Essential Duties

1. Instructs secondary school students in all phases of video production (to include scripting, recording, editing, audio, studio lighting, directing and computer graphics) in accordance with the course of study adopted by the Board of Education.
2. Instruct students in the use of AVID, Photoshop, After Effects and other video software.
3. Demonstrates to students the proper operation and use of video production equipment.
4. Develops clear and concise instructional lesson plans and organizes class time to provide a balanced program of preparation, instruction, and on-air time.
5. Provides individual and small group instruction and adapts the curriculum to the needs of students with varying abilities.
6. Uses a variety of instructional techniques appropriate for the ages and skill level of students.
7. Establishes and maintains standards of pupil behavior and creates a safe, orderly, and effective environment for learning during class time and on-air productions.
8. Supervises on-air student production activities and supervises students in the production of School Board meetings.
9. Instructs students in the proper care and use of video production equipment.
10. Organizes storage areas and controls the use of materials and equipment to prevent loss, abuse, injury, or security breach.
11. Makes minor adjustments to video production equipment and requests repairs as appropriate.
12. Evaluates student performance and growth in knowledge and understandings and prepares regular progress reports.
13. Conferences regularly with parents/guardians regarding behavior observations and the performance of students.
14. Identifies student needs and cooperates with other professional staff members in helping students solve health, attitude, and learning problems.
15. Maintains thorough records for each student.
16. Selects, requisitions, and maintains books, instructional materials, video production equipment, and instructional aids.
17. Attends staff development programs, curriculum development meetings, and other professional activities.
18. Keeps abreast of developments, research, and new technology in the field of mass communications.
19. Supervise, monitor and assist students in various after hour productions.

Other Duties

1. Performs any other related duties as assigned by the Supervisor of Telecommunications or other appropriate administrators.

Job Specifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodation may be made to enable individuals with disabilities, who are otherwise qualified, to perform the essential functions.

Minimum Qualifications (Knowledge, Skills and/or Abilities Required)

Must possess a Bachelor’s degree, preferably in mass communications or a closely related field, and must be eligible for a Virginia Teaching License. Master’s degree preferred.

Must possess experience in television broadcasting and/or video production. Must possess effective instructional delivery techniques and excellent communication skills. Must possess an in-depth knowledge of script writing, video production techniques and processes. Must possess working skills and abilities in the operation of a variety of editing, lighting, television/video camera and recording devices and related production equipment. Must possess the ability to instruct students in the field of mass communications. Must possess the ability to establish and maintain effective working relationships with school administrators, parents, and students.

Working Conditions and Physical Requirements

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

While performing the duties of this job, the employee is regularly required to climb ladders 12’ to 15’ while carrying and/or lifting cameras and other equipment weighing up to 50 lbs. The employee is regularly required to lift and move equipment into position; and kneel, stoop, crouch, and bend while balancing video equipment and cameras on the shoulder. Visual abilities required by this job for operating television/video recording cameras and equipment. While performing assignments at on-site locations, the employee is occasionally exposed to various types of weather conditions and environments.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Supervision Exercised: None

Supervision Received: Program Administrator I

This job description in no way states or implies that these are the only duties to be performed by this employee. The employee will be required to follow any other instructions and to perform any other related duties as assigned by the Program Administrator I or appropriate administrator. Newport News Public Schools reserves the right to update, revise or change this job description and related duties at any time.

Approvals:

Supervisor _____ Date _____

I acknowledge that I have received and read this job description.

Employee Name (Print) _____ Signature _____ Date _____