Job Description

Job Title: Production Specialist  Supervisor: Program Administrator I (NNPS-TV/Telecom)
Position Code: 6N18  Pay Grade: 27SR
Job Classification: Non-Exempt  Contract Length: 245 Days

Job Summary
This position is responsible for performing specialized creative and technical work of considerable difficulty in the development, planning, and production of a variety of television programs for the school division’s cable television channels and website. Position manages assigned production projects from conception to completion and performs the full range of television production functions of both recorded and live broadcasts including content research and development; scriptwriting; casting talent; lighting, audio, graphic design, and set selection; field production/directing; and post-production editing activities, compressions and conversions, and DVD authoring for the division’s most technically complex television, video, and streaming productions.

Essential Duties
1) Recommends topics and program ideas for locally produced television programs and videos.
2) Consults with management to identify project objectives, resources, and audience characteristics; and evaluates technical and creative viability of requests.
3) Conceives and designs the program style, format, and presentation mode to meet the desired objective of the project.
4) Conducts content research (i.e.: reviews articles/publications, conducts personal interviews, phone interviews) to obtain accurate factual background information and detail.
5) Designs, selects, and obtains appropriate sets, props, lighting, costumes, audio, and other equipment/materials necessary for production; determines personnel needs; and casts on-air talent as necessary.
6) Confers with the Video Production Technician to communicate the details of the production and the desired effects (i.e.: design, mood, graphics, style, sounds, etc.)
7) Coaches on-camera talent to familiarize them with television presentation techniques; and suggests changes using knowledge of voice and movement to elicit desired performance levels.
8) Determines the location of shoots; coordinates and schedules the execution of shoots, interviews, and the production of live and recorded programs; and establishes the pace of the production to stay within time requirements.
9) Determines the usefulness of recorded scenes and whether additional footage is necessary.
10) Provides guidance and functional direction to crews and technicians assigned to production projects.
11) Conducts on-camera interviews and performs as on-camera talent for various programs and service announcements when needed.
12) Performs production and post-production activities to include video recording, lighting, audio recording, logging and capturing, editing, graphic design, voice-over narration, sound effects, and preparing final production versions utilizing various compressions, conversions, and/or DVD authoring.
13) Reviews final productions to verify that they conform to broadcast and/or streaming standards and to ensure that project objectives are attained.
14) Provides general program information pertaining to programs produced; and produces clips to be used for promotional purposes.
15) Performs any other related duties as assigned by the Program Administrator I (NNPS-TV/Telecom) or other appropriate administrators.

Other Duties
Performs any other related duties as assigned by the Program Administrator I (NNPS-TV/Telecom) 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 in communication or television production or a related field; or any equivalent combination of education and experience. Must have experience in videography, scriptwriting, editing, performing on-camera, and producing/directing television, video, or film; or any equivalent combination of education and experience that would provide the noted knowledge, skills, and abilities. Must possess a considerable knowledge of television/video production and the ability to apply the principles, procedures, and methods of scriptwriting, videography, directing, and
Editing. Must possess considerable skill in the operation of broadcast-level studio and remote electronic video equipment, editing systems and related equipment. Must possess a demonstrated ability to creatively design and produce television and video programs in a variety of formats. Must possess the ability to manage a project within the authorized production budget; create program material under critical deadlines for scheduled broadcasts; solve artistic, technical, and/or creative problems; coordinate the work of production crews; and perform as on-camera talent for productions. Must possess excellent creative, organizational, and communications skills. Must possess the ability to integrate television, audio, and other multimedia into instructional and informative programs. Must possess the ability to establish and maintain effective working relationships with management, technical staff, and production crews. Must possess a valid Virginia driver’s license with an excellent driving record.

**Working Conditions & 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 routinely required to lift and move sets, props, and other production equipment weighing up to 50 pounds; climb ladders while carrying and/or lifting equipment; and kneel, stoop, crouch, and bend while balancing video equipment and cameras on the shoulder. Visual and auditory abilities are required by this job for operating television/video-editing and recording equipment.

**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. While working in the building, temperatures remain cool all year, approximately 70 degrees, to accommodate equipment. While performing assignments at on-site locations, the employee is occasionally exposed to various types of weather conditions and environments. While performing assignments in the studio and at on-site locations, the employee is occasionally exposed to risk of electrical shock and bright/dim lighting.

**Supervision Exercised:** Video Production Technician  
**Supervision Received:** Program Administrator I (NNPS-TV/Telecom)

_This job description in no way states or implies that these are the only duties to be performed by this employee. The Production Specialist 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:**

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

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