

CLASS SPECIFICATION
Video Production Manager

FLSA Status: Exempt
Union Representation: Nonrepresented

GENERAL PURPOSE

Under general supervision manages and operates a bureau video production facility and closed circuit video system to broadcast training and informational programs; supervises a small staff; develops unit budget, policies and goals; develops and produces videos, involving a full range of video production activities, from identifying client needs, writing scripts and pre- and post-production tasks; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

The Video Production Manager produces videos and operates a closed circuit video system for a major bureau. Incumbents supervise a small staff; develop and manage the budget for the unit; and develop the operational policies and goals for the work unit. Incumbents perform video and audio production assignments for a range of training and informational purposes, requiring sound professional competencies in the full spectrum of pre- and post-production activities, including script writing, sound mixing, editing and incorporation of special effects and computer-generated graphics. Video Production Manager is distinguished from Video Production Specialist in that incumbents in the former class manage the facility and staff of the unit, in addition to performing video production assignments.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Any one position in this class may not perform all the duties listed below, nor do the listed examples of duties include all similar and related duties that may be assigned to this class.

1. Manages a bureau video production facility to produce training and informational television programs for City bureaus, personnel and the public; plans, supervises and evaluates the work of assigned staff and production crews; develops and monitors individual program budgets and approves all expenditures for facility operation; with staff, participates in developing required programs and materials; trains staff in production procedures and video equipment operation.
2. Produces live cablecast programming and scheduled cablecasts via the bureau's controlled video playback system; maintains and uses satellite reception system to receive and distribute programming; publishes a monthly television broadcast schedule.
3. Develops, produces and directs video, audio visual, slide and digital media programs from original concept to completed project; meets with content specialist to determine training needs and establish program objectives, creative approaches and treatments; conducts background research and writes

scripts; arranges for and directs the work of production crews and talent during taping; operates lighting, camera and audio recording equipment in studio and remote productions; directs and arranges lighting and audio recording and mixing equipment; operates equipment to maintain focus and stability in difficult shooting situations.

4. Performs post-production editing, sound mixing, incorporation of computer generated graphics and special effects; reviews final edits for approval; duplicates video programs using video duplication equipment.
5. Shoots photographs; creates camera-ready and digital art for booklets, brochures, publications, displays and other purposes; uses image editing software to enhance and prepare photographs for use in presentations and publications; oversees maintenance of a video library and specialized stock video footage repository for training and historical records.
6. Sets up and operates presentation systems, including audio visual, multi-media, multi-room and video distribution systems; adjusts sound systems to meet acoustic requirements; troubleshoots and adjusts sound systems to ensure quality levels.
7. Researches new audiovisual equipment and makes recommendations for the purchase of specialized camera and video production equipment and software; establishes and maintains schedules and procedures for equipment maintenance; arranges for maintenance and repairs of equipment
8. Manages professional service contracts including selection of contractors, negotiating terms and conditions of the contract, and authorizing work and payments.

OTHER DUTIES

1. Visits field sites to photograph emergency incident scenes for use in training and critique.
2. Designs classroom presentation systems.
3. Represents the bureau at meetings and events; coordinates use of the bureau's cable system by other city bureaus.
4. Keep up-to-date on trends in the media production industry.

MINIMUM QUALIFICATIONS

Knowledge of:

1. Principles, practices and techniques of video production and television program development in a closed circuit cable system.
2. Methods and techniques for concept development and script writing for a variety of purposes and audiences.

3. Techniques and equipment used in sound recording and video editing in a variety of editing modes.
4. Uses of software for image editing and design and development of computer-generated graphics and digital special effects; digital file formats and analog and digital photography; compression tricks and techniques.
5. Techniques for use of television equipment, tape duplication and video switching systems.
6. Principles, methods and practices of photography.

Ability to:

1. Operate a wide variety of video production and audio equipment such as video cameras and recorders, lighting kits, audio accessories, computer-based and digital effects and studio editing equipment.
2. Direct and coordinate operations of a closed circuit cable broadcast system.
3. Represent bureau's interests with other city bureaus and outside agencies.
4. Obtain information efficiently to identify bureau training needs, establish program objectives and develop programming to meet needs.
5. Develop program cost projections and budget.
6. Set up, check and troubleshoot sound and video systems and operating instrumentation.
7. Operate a computer and use specialized software for digital and photography purposes.
8. Effectively supervise staff.
9. Operate standard and digitized camera systems.
10. Operate sound systems and use basic sound system tools.
11. Set up and direct the use of production equipment for both studio and remote site usage.
12. Perform rough cut and final video editing.
13. Perform script writing assignments.
14. Communicate effectively orally and in writing.
15. Exercise sound independent judgment within established guidelines.

16. Establish and maintain effective working relationships with bureau managers, contract production personnel, vendors, employees, the public and others encountered in the course of work.

Training and Experience:

A typical way of obtaining the knowledges, skills and abilities outlined above is graduation from a college or university with a major in telecommunications, television production or a closely related field; and five years of full-time paid experience in video development and production; or an equivalent combination of training and experience. Experience in a public agency is preferred.

Licenses; Certificates; Special Requirements:

A valid state driver's license may be required for certain assignments.

PHYSICAL AND MENTAL DEMANDS

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depend, in part, on the specific requirements for the job, the limitations related to disability and the ability of the hiring bureau to accommodate the limitation.

Class History:

Adopted: 07-01-02 Class created as a result of Nonrepresented Classification & Compensation Study, 2000-2002.

Revised: 8-13-03 Edited class specifications to increase consistency and clarity of description.
June 2009 - Change Job Class number from 7247 to 30000519, due to system change.