

**JOB DESCRIPTION
CITY OF SPRINGFIELD**

**HUMAN RESOURCES DEPARTMENT
EMPLOYMENT AND
COMPENSATION DIVISION**

Job Title	<u>Production Manager</u>
Sch & Grade	<u>PAT-9</u>
Class Code	<u>CE95</u>
FLSA Status	<u>Exempt</u>
Bargain Unit Elig.	<u>Not Eligible</u>
Occupational Group	<u>Public Info & Educ</u>

PRIMARY PURPOSE:

Manage & coordinate programming and production for the government information channel and production of City videos; includes oversight of TV23's website and the City's training channel.

SUPERVISION:

Under the general supervision of the Director of Public Information. Supervises assigned staff and internship program.

DESCRIPTION OF WORK

ESSENTIAL FUNCTIONS

1. Coordinates the direction and production of live telecast and taped delay broadcasts of City Council and other meetings held in Council Chambers.
2. Designs, develops & oversees the production of videos, including outlining, writing, directing, video-taping, organizing, and editing. Works with other departments to identify and prioritize video needs.
3. Coordinates and works with other departments to avoid duplication of equipment and efforts; develops cost-saving processes with other departments for optimal utilization of City equipment.
4. Assists in the overall preparation and dissemination of information for and about the City's government information channel, including speaking to groups, giving tours, etc.
5. Prepares press releases (including public service announcements) regarding the City's government information channel activities, grants and new programs; develops and presents public relations programs to Department employees.
6. Coordinates a bulletin board for cable access within constraints of available equipment and technology.
7. Prepares and monitors the program budget including researching the availability of state or federal funds, preparing grant applications, and administering awarded grants.
8. Supervises assigned staff members, including providing training, assigning and scheduling work, conducting performance evaluations, initiating disciplinary actions, etc.
9. Develops long range plans for the construction of city-owned and operated facilities for the production of media materials.
10. Specifies and coordinates the purchase of, and oversees the installation of, media equipment.
11. Administers on-going contracts with video firms and consultants to insure compliance.
12. Prepares and presents clear and concise reports.
13. Develops and maintains an archive of City video material in accordance with State statutes.
14. Hires and trains interns under a structured program to offer opportunities through local colleges.
15. Oversees and develops content for TV23 Web site; includes streaming and archiving of program content.

IMPORTANT FUNCTIONS:

1. Participates in professional development activities including attending various conferences and seminars.

Performs related work as required.

QUALIFICATIONS REQUIRED:

Any combination of education, training, and experience providing the following knowledge, skills, and abilities:

Knowledge

Extensive knowledge of the principles and procedures involved with electronic and print media; effective public speaking techniques, community involvement methods, and various media resources and requirements.

Abilities

Manage and coordinate activities and assigned personnel involved with the government information channel; writing and production skills for electronic and print media; communicate effectively both verbally and in writing; prepare and present speeches and presentations to elected officials and the general public; prepare and present clear and comprehensive reports; follow oral and written instructions; deal effectively and courteously with associates, elected officials, various interest groups, and the general public; model and promote acceptance and respect for differences among employees and citizens; perform effectively as a member of a team in carrying out the city's stated mission and philosophy; perform the essential functions of the job without posing a direct threat to the health and safety of others.

Experience, Education, and Training

Graduation from an accredited college or university with a Bachelor's Degree in broadcasting, television, film, communication or related field plus three years responsible experience in management of media operations and productions. Directly related work experience may be substituted for the education requirement on a year-for-year basis.

Physical Requirements

Perform bending, squatting, kneeling, and reaching from ground level to six feet in height; must be able to hold and grip objects; must be able to lift and carry objects weighing 25 pounds such as video cameras. Must be able to produce and edit video and audio products for the desired quality, clarity and effect. Subject to periods of prolonged sitting.

Working Environment

Primarily indoors; may work outside during video shoots and therefore susceptible to extreme weather conditions.

Licensing/Certification

None required.

Miscellaneous Requirements

Must be able to provide transportation at any given time during assigned working hours. (NOTE: If incumbent drives a vehicle, must possess a valid Missouri Motor Vehicle Operator's license and have appropriate insurance for privately owned vehicle.)

Last Revision:	February 14, 2012	GENERAL ORDINANCE NO.
Comments:	Updated Abilities	Date:

I have read the foregoing job description in its entirety and understand its contents. I can perform the essential functions outlined with or without reasonable accommodation under the Americans with Disabilities Act.

Signed: _____ **Date:** _____