

SCHOOL DISTRICT OF ALACHUA COUNTY

SPECIALIST -- PRODUCTION

JOB DESCRIPTION

FLSA: Non-Exempt **BARGAINING UNIT ELIGIBILITY:** Yes
PAY GRADE: 25 **SALARY SCHEDULE:** Educational Support Professionals

QUALIFICATIONS:

- (1) High School Diploma or GED; Graduation from an approved accredited Community College or Technical School with an emphasis in Broadcasting Media Production or Educational Media, preferred; and
- (2) Minimum of two (2) years of successful experience in media services and media production including script writing; Inservice training experience preferred; or
- (3) An equivalent combination of education and work experience.
- (4) Experience with A/B roll computer-based editing preferred.
- (5) Valid Florida Driver's License.

KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge and skill in the practices and procedures of audio, digital, photography and graphics production. Knowledge of the policies of the School Board relating to instructional materials and media services. Ability to establish and maintain effective working relationships with school personnel, administrators and the public. Ability to use computer and graphics generation software. Ability to do intricate multi-tasking in a fast paced environment. Ability to follow complex procedures and standards involved in the use of audiovisual and production equipment. Ability to use hand tools. Ability to communicate effectively both orally and in writing. Ability to operate a motor vehicle.

REPORTS TO:

Work-Site Supervisor

JOB GOAL

To assist in the implementation of an effective, comprehensive program of production services including audio-visual, television and photographic reproduction.

SUPERVISES:

N/A

PERFORMANCE RESPONSIBILITIES:

- *(1) Assist in the planning, writing and producing of audio-visual presentations including videotapes, multi-image slide presentations, and audio tapes.
- *(2) Set up and operate equipment on site and in the studio to produce all types of presentations and media.
- *(3) Coordinate district-wide photography, in-studio and special events.
- *(4) Conduct training of school personnel in the operation and maintenance of production and presentation equipment; including video control facilities, lighting systems, public address and audio packages and new technology purchases.

SPECIALIST -- PRODUCTION (Continued)

- * (5) Evaluate, test and recommend production and presentation equipment for purchase.
- * (6) Setup and/or operate of production and presentation equipment, as required.
- * (7) Design, install and maintain production equipment and facilities.
- * (8) Duplicate and distribute digital media and audio-visual materials.
- * (9) Set-up and record satellite teleconferences.
- * (10) Assist in installation of technology equipment as needed.
- * (11) Create and update district trouble tickets appropriately.
- * (12) Work with HelpDesk staff as appropriate to identify and resolve problems received from teachers or staff.
- * (13) Learn and adapt to changes in products and technology.
- * (14) Maintain daily vehicle logs.
- * (15) Serve on school/district committees as required or appropriate.
- * (16) Adhere to applicable safety standards.
- * (17) Attend all staff meetings and workshops.
- * (18) Assist with maintaining a clean and orderly environment.
- * (19) Be knowledgeable of and adhere to Board policies and departmental procedures.
- * (20) Communicate effectively with the public, staff members, students, parents, administrators and other contact persons using tact and good judgment.
- * (21) Demonstrate initiative in identifying potential problems or opportunities for improvement. Keep supervisor informed of potential problems or unusual events.
- * (22) Demonstrate initiative in the performance of assigned responsibilities.
- * (23) Demonstrate support for the school district and its goals and priorities.
- * (24) Exhibit interpersonal skills to work as an effective team member.
- * (25) Follow attendance, punctuality and proper dress rules.
- * (26) Maintain confidentiality regarding school/workplace matters.
- * (27) Maintain expertise in assigned area.
- * (28) Manage time efficiently.
- * (29) Model and maintain high ethical standards.
- * (30) Participate in cross-training activities as required.
- * (31) Participate successfully in the training programs offered to increase skill and proficiency related to assignment.
- * (32) Prepare all required reports and maintain updated and accurate records.
- * (33) Represent the District in a positive and professional manner.
- * (34) Respond to inquiries and concerns in a timely manner.
- (35) Perform other duties as assigned.
- * (36) May be required to work beyond the 40-hour week.

**Essential Performance Responsibilities*

PHYSICAL REQUIREMENTS:

Medium Work: Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently and/or up to 10 pounds of force as needed to move objects.

SPECIALIST -- PRODUCTION (Continued)

TERMS OF EMPLOYMENT:

- Salary and benefits shall be paid consistent with the Board's approved salary schedule.
- Length of the work year and hours of employment shall be those established by the Board.

EVALUATION:

Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

Job Description Addendum No. 12

Adopted 8/2/11