



## **CLASSIFICATION DESCRIPTION**

**TITLE: VIDEO PRODUCTION COORDINATOR**                      **JOB CODE: (Exempt)**

### **GENERAL DESCRIPTION OF DUTIES**

Under the direction of the IT&C Director plans, organizes, and directs the implementation and support of projects for the City of Palm Coast. Under occasional supervision, coordinates the development of informational programming for the City and the broadcast of the programming for various local governments on a government educational access channel. Performs related work as required. Relies on experience and judgment to plan and accomplish goals. A wide degree of creativity and latitude is expected.

### **SPECIFIC DUTIES AND RESPONSIBILITIES**

- Oversee development or modification of various audio visual services or systems.
- Coordinate the development of informational programming for broadcast on a government access channel.
- Works with high school television production classes and local government personnel to videotape public meetings, shoot field B-roll and edit programs.
- Prepares and manages TV production budgets and expenses.
- Maintain vendor contact.
- Assists with the development and implementation of various channel promotions.
- Researches, seeks, and secures grant funding for special projects.
- Follow IT procedures for personnel to ensure a professional and timely response to audio visual support requests.
- Research, test, evaluate, and recommends audio visual hardware and software: Identifies areas of operation which need upgraded equipment, such as cameras, editing equipment, production materials.
- Conducts surveys to determine user needs.
- Reads technical manuals and brochures to determine equipment which meets establishment requirements.
- Visits vendors to learn about available products or services.

- Negotiate contracts with applicable vendors and service providers.
- Ensures proper storage of video tapes and other production materials.
- Monitors system performance.
- Trains users in use of equipment. Assists users to identify and solve audio visual problems.
- May write technical specifications to send to vendors for bid.
- May oversee or assist in installation of audio visual hardware.
- Perform applicable equipment repairs.
- Establishes work standards.
- Coordinates with management staff, support staff, technical personnel, or vendors to solve problems, as required.
- Performs general office work as required, including preparing reports and correspondence, typing documents, copying and filing documents, answering the telephone, faxing information, etc.
- Operates a vehicle and various television cameras, editing equipment, character generator, VCR, video jukebox, computer, fax machine, copier, telephone, etc.
- Coordinates requests from a multi-governmental Advisory Committee.
- Backs up IT support staff as needed.

(These essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job related marginal duties as required).

### **MINIMUM TRAINING AND EXPERIENCE**

Bachelor's Degree in Broadcast Journalism or a closely related field, and one (1) year of progressively responsible related experience or any equivalent combination of education and experience that provides the required knowledge, skills, and abilities.

(A comparable amount of training, education or experience can be substituted for the minimum qualifications.)

### **LICENSES, CERTIFICATIONS OR REGISTRATIONS**

Industry Certifications are preferred.

Must possess and maintain a valid Florida Driver's License.

### **KNOWLEDGE, SKILLS AND ABILITIES**

- Is knowledgeable in the laws, ordinances, standards and regulations pertaining to the specific duties and responsibilities of the position.
- Employee has knowledge in the areas of local government, broadcast journalism, video production, budgeting, fund-raising, etc.
- Employee is able to develop effective informational programming to help maintain or enhance the City's positive image with internal and external audiences.
- Employee has skill in the use of video production and editing equipment to produce high quality products.

### **PHYSICAL REQUIREMENTS**

- Acceptable eyesight (with or without correction)
- Acceptable hearing (with or without hearing aid)
- Walking, Standing, Kneeling, Bending, Pulling, Stooping, and Driving
- Heavy (45 pounds and over) lifting and carrying
- Electrical equipment operation
- Ability to access, input and retrieve information from a computer

The City of Palm Coast, Florida is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, The City of Palm Coast, Florida will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.