



DIGITAL PRODUCER

SUMMARY/SCOPE/GOAL

Plan, develop, implement, and manage the BPS television station operations including the production of School Board meetings, original programming, public service announcements, training modules using multiple mediums, and student produced programming.

QUALIFICATIONS

EDUCATION AND RELEVANT EXPERIENCE REQUIREMENTS:

REQUIRED:

- AA in broadcasting or digital television & media production from an accredited educational institution required.
- At least two (2) years' experience of TV station program scheduling software (Tightrope), video editing (Adobe Premiere Pro and Camtasia), Tricaster, and TV production required.
- Experience with Microsoft Office suite and basic web authoring (HTML) required.
- Strong technical background and sound organization skills.

PREFERRED/DESIRED:

CERTIFICATIONS/LICENSES/TRAINING:

REQUIRED:

- Valid Florida Driver's license.

PREFERRED/DESIRED:

PERFORMANCE RESPONSIBILITIES

ESSENTIAL FUNCTIONS:

The tasks/competencies listed below represent most of the time spent working in this position. Supervisor may assign additional tasks within the scope of this classification as necessary.

1. Create spot rotations of PSA's, promos, and interstitials.
2. Provide training for school television production teachers to generate material suitable for broadcasting on the station.
3. Coordinate taping of Board meetings, special meetings, workshops, and other school activities as needed.
4. Coordinate and develop community partners programming to align with marketing goals.
5. Communicate with – and provide – BPS-TV schedule to television listing services (Tribune, TV Guide, Florida Today, etc.).
6. Plan, propose, design, and execute promotional campaigns to increase viewership and awareness of BPS-TV.
7. Coordinate creation and promotional spots for BPS-TV promotional items.
8. Create story boards, edit scripts, develop, and coordinate content, and coordinate talent, music, and graphics for production.
9. Strategic planning of BPS-TV production schedule and production services.
10. Coordinate with graphic design in the creation of posters and other BPS-TV printed material.
11. Provide assistance and updated material for the BPS-TV website.

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12. Research, review, and recommend third-party educational programming.
13. Coordinate with school district resource teachers and staff to determine what educational objectives can be enhanced by the TV channel to increase student achievement.
14. Summarize weekly program highlights for Superintendent and School Board members.
15. Write and coordinate distribution of process releases about BPS-TV programming.
16. Coordinate corporate services and draft partnership agreements with external media agencies (Bright House, Florida Today, etc.).
17. Assist school district staff and the general public by providing answers to questions about BPS-TV.
18. Oversee production process through airtime.
19. Coordinate with Communications Technology Specialist for final editing, production, and scheduling.
20. Schedule and facilitate production meetings.
21. Assist in training and staff development.
22. Must have reliable transportation.

OTHER DUTIES:

Performs other duties as assigned commensurate with the skills and abilities of the position. Provides outstanding customer service and uses positive interpersonal communications skills. Makes all decisions and performs all tasks in accordance with Brevard Public Schools' strategic plan, vision, and mission. Ensures compliance with Board Policies, procedures, and applicable federal and state laws and regulations.

KNOWLEDGE, SKILLS, AND ABILITIES/TRAINING AND EQUIPMENT USAGE

JOB RELATED:

Knowledge of broadcast scheduling, traffic, and promotions. Experience operating web and other multimedia video equipment. Knowledge of software applications used for television production and station operations. Ability to find and use outside resources to enhance station goals. Ability to work a flexible schedule including evening hours and occasional weekends. Strong writing and editing skills. Ability to work independently to create and product programs from concept to air.

GENERAL:

Knowledge and use of time management and organizational systems. Skill in meeting and exceeding customer/stakeholder expectations within the precincts of policy, procedure, and sound judgement. Skill in active listening and social perceptiveness. Ability to communicate effectively orally and in writing. Ability to use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems. Ability to sustain focus and attention to detail for extended periods of time.

EQUIPMENT:

Use office machines such as large volume copiers, printers, or calculators. Use computers for email, word processing, intra/internet, data entry, spreadsheets, service ticket responses, presentations, or custom applications.

PHYSICAL DEMANDS/WORK ENVIRONMENT

PHYSICAL REQUIREMENTS:

(H) HEAVY WORK

Exerting up to 100 pounds of force occasionally, and/or up to 50 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects.

POTENTIAL ENVIRONMENTAL CONDITIONS/HAZARDS:

Indoor office environment most often with Indoor/Outdoor movement between pods/locations frequently. Intermittent noise and activity level. Requires Sitting, Standing, Walking, Bending, Stooping, Kneeling, Finger Dexterity, Talking, Hearing, and Visual Acuity frequently.

TRAVEL:

Travel between sites often. Travel out of county occasionally.

FOR HR USE ONLY:

DIVISION:	Government and Community Relations	DEPARTMENT:	Government and Community Relations
TITLE CODE:	C2997	CONTENT BY:	Director of District Communications
GRADE:	O	COMPENSATION:	Human Resources
UNIT:	1010 PTS	LABOR RELATIONS:	Karyle Green, Ed.D.
LAST BOARD APVD:	4/9/2013	CLASSIFICATION:	Beth Thedy, Ed.D.
SCHEDULE:	8 Hrs. – 12 Mos.		

REV:	DATE:	REVISION CONTROL:	INITIATED BY:
1.0	2/7/2013	Developed	Director of District Communications
1.1	12/5/14	Revised – Title changed	
1.2	12/01/2020	New Format	Ellie Kelly – Human Resources
1.3	11/29/2021	Update physical requirements to ADA format, add schedule	Ellie Kelly – Human Resources

The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job. Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

Brevard Public Schools (BPS) is an equal opportunity/affirmative action employer committed to achieving excellence and strength through diversity. BPS seeks a wide range of applicants for its positions so that one of our core values, a qualified and diverse workforce, will be affirmed. Americans with Disabilities Act (ADA) compliance requires BPS to provide reasonable accommodations to qualified individuals with disabilities. Prospective and current employees are invited to discuss accommodations.