

# Television Production Manager



## General Summary of Classification:

Plans, develops and supervises Henrico County's local government access channel television services and staff; assists the Director of Public Relations and Media Services in developing and implementing a positive public relations plan and program for the County; manages special projects; and performs other duties as assigned.

## Examples of Primary Tasks, Duties and Responsibilities (TDR):

*NOTE: This is not a job description. The following examples are intended to be illustrative of the nature and scope of TDR that are typically assigned to positions in this job classification. Examples below are not all comprehensive. Actual assigned TDR may vary based on operational needs.*

- Develops objectives for television services that ensure the provision of quality, continuous programming and that supports the mission of the County; develops television programs, publications and other materials to meet the communications needs of County departments, the County Manager and the Board of Supervisors; develops a plan of operation that encourages creativity, teamwork and maximum equipment utilization, while maintaining a reasonable cost of operation;
- Interviews all levels of County employees to obtain information for articles, brochures and HCTV programs; appears on radio and television programs and speaks before civic/community groups to publicize County projects, activities and initiatives; promotes the services of the television station to County staff and the community in an enthusiastic and positive manner;
- Maintains constant contact with the Director of Public Relations and Media Services, the County Manager, department heads and key officials to stay abreast of events and programs that could be included in production activities; assists the Director in preparing, administering and monitoring Public Relations and Media Services' budget/annual fiscal plan; works with the Director to establish long-range goals and plans for Public Relations and Media Services;
- Performs other duties as assigned.

## Knowledge, Skills and Abilities (KSA) Typically Required:

- **Occupation-specific:** Extensive working knowledge of planning and producing quality television programs; extensive working knowledge of television services and staffing requirements; extensive working knowledge of telecommunications technology; skill in the use of telecommunications equipment and production development; excellent public relations, communications and organizational skills; ability to coordinate, analyze and synthesize creative and technical information; sound judgement with demonstrated ability to consider and weigh a variety of relevant factors and make accurate decisions or recommendations; ability to plan, budget and schedule projects.
- **Technical:** Excellent computer skills with the demonstrated ability to proficiently use typical business software, proprietary systems and applications to complete assigned tasks.
- **Communication, Customer Service and Interpersonal:** Excellent written and oral skills with the ability to communicate clearly and accurately, both verbally and in writing, with the County's diverse citizen populations using non-technical language to provide excellent customer service and accurately explain County projects, activities and initiatives.
- **Decision-making, and Authority:** Ability to understand and follow complex instructions, policies and data, including federal regulations; makes sound decisions independently, appropriately involving supervisor as needed; excellent organization skills with the demonstrated ability to plan and execute assigned work effectively to successfully complete assigned tasks accurately and in a timely manner within established deadlines; ability to plan, organize, and conduct meetings or training sessions.
- **Leadership:** Supervisory.
- **Environment:** Works in an office setting; may work in various locations based on assigned duties, such as cross training.
- **Physical:** Visual and hearing acuity sufficient to interact accurately with a diverse audience of citizens. Physical ability sufficient to perform assigned duties in an office environment and at various other duty-related locations as needed.

## Minimum Education and Experience:

**Education:** Four (4) year degree in communications, public relations, film and television production or related field preferred;

**Experience:** Four (4) years of experience in commercial or private broadcasting, public relations or satellite delivery, including one (1) year of supervisory experience;

**OR:** Any equivalent combination of education and experience which provides the necessary knowledge, skills and abilities.

## Other Requirements (License, Certifications, Training, etc.):

### Required of All:

- Criminal history record check and fingerprinting of all employees in authorized and hourly safety sensitive positions.
- Successful completion of NIMS ICS 700. Additional NIMS ICS training courses may be required.

NOTE: This is a class specification and not an individualized position description. A class specification defines the general nature and scope of duties and responsibilities of positions in a job classification Class specs are not intended to describe and does not list all of the job duties and responsibilities that may be assigned to a specific position in a job classification.