



CLASS SPECIFICATION FOR:

## Television Producer/Director

### General Statement of Duties:

Oversees and manages the research, development and production of programs, public service announcements and video materials for Henrico County's government access channel, HCTV; does related work as required.

### Distinguishing Features of Class:

An incumbent in this class is responsible for the design, management and development of the County's audio-visual/telecommunications programs. The incumbent develops and implements a system for the effective use of the County's television capabilities, and directs television production activities in the studio and on location, to include the making of training and informational videos, coverage of media events, and teleconferences. The incumbent provides technical support to employees and departments/agencies in the production of County audio/visual and television production and assures quality control and appropriateness of material. The incumbent also works under the direction of the Television & Media Services Manager.

### Examples of Assigned Duties *(illustrative of the types and scope of duties and responsibilities assigned to positions in this class):*

- Researches, develops, writes, shoots and edits programming, PSA's and video packages for HCTV and County agencies;
- Produces and directs live and taped studio programs and meeting coverage for government access channel HCTV;
- Provides counsel, creative assistance and production services for user agencies;
- Supervises contract and freelance personnel during video production;
- Operates television cameras, audio, lighting, editing equipment and related computer systems needed in the production of audio/visual communications;
- Directs, operates cameras and broadcast equipment to record and live web stream Board of Supervisors' meetings;
- Performs related duties as assigned.

### Required Knowledge, Skills and Abilities:

Considerable knowledge of the generally accepted principles and practices of the telecommunications field; proven television production and direction skills; ability to effectively coordinate activities with multiple agencies; creative skills; good research skills; good writing skill; skill in the use of a personal computer and knowledge of and familiarity with commonly used media-graphic, television operation, and business software; proven writing- and videotape-editing skills; ability to work independently, with minimal supervision; proven customer relations skills and the ability to establish and maintain effective and cooperative working relationships with other employees and representatives of County departments and agencies; ability to follow a project from start to finish; ability to deal effectively with the public; ability to keep accurate and detailed records and files; good organizational skills; good knowledge of supervisory practices and the ability to supervise and delegate effectively; physical condition that permits activities including, but not limited to, light to moderate lifting, stooping, kneeling, climbing ladders, carrying, driving and working under adverse temperatures and/or weather conditions.

### Minimum Education and Experience:

Education: Four (4) year degree in mass communications or a directly related field;

Experience: Three (3) years of related television production/direction and telecommunications work experience;

OR: Any equivalent combination of experience and training which provides the required knowledge, skills and abilities.

### Additional Requirements:

NOTE: Effective 4/1/2009 County Ordinance 1128 requires a criminal history record check and fingerprinting of all employees in authorized and hourly safety sensitive positions.

- May require possession of a valid driver's license issued by the State of Virginia.

G.C.N.0065

Career Code:

Date of last Revision: 03-Apr-2012