

CLASS SPECIFICATION FOR
Assistant Producer/Director

GENERAL STATEMENT OF DUTIES: Assists with the research, development and production of programs, public service announcements, and video materials for Henrico County's government access channel and County agencies; does related work as required.

DISTINGUISHING FEATURES OF THE CLASS: An incumbent in this class participates in the design and development of the County's audio-visual/telecommunications programs. The incumbent assists with the development and implementation of the County's telecommunications capabilities and in the direction of 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 telecommunication productions, and assures quality control and appropriateness of material. The incumbent works under the direction of the Television Producer/Director.

EXAMPLES OF WORK (illustrative only):

- With direction, researches, develops, writes, shoots and edits programming, PSAs and video packages for County agencies and elected officials;
- Assists with the production and direction of live and taped studio programs and meeting coverage for the government access channel;
- Operates television cameras, audio, lighting, editing equipment and related computer systems needed in the production of audio/visual communications;
- Assists contract and freelance personnel during video production;
- Provides counsel, creative assistance and production services for user agencies;
- Performs related work as assigned.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES: Knowledge of the generally accepted principles and practices of the telecommunications field; some television production and direction skills; ability to effectively coordinate activities with multiple agencies; creative skill; 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; 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: Possession of a bachelor's degree in mass communications or a directly related field and one (1) year of related television production/direction and/or telecommunications work experience; **OR**, any equivalent combination of experience and training which provides the required knowledge, skills and abilities.