

CLASS SPECIFICATION FOR
Senior Television Producer/Director

GENERAL STATEMENT OF DUTIES: Directs the research, development and production of all 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 is responsible for leading the design, development and production of the County's audio-visual/telecommunications programming activities. The incumbent directs a system that effectively uses the County's telecommunications capabilities and television production activities in the studio and on location, to include the development and production of training and informational videos, coverage of media events and teleconferences. The incumbent provides complex technical support and guidance to employees and departments/agencies in the production of County audio/visual and telecommunication production and assures quality control and appropriateness of material. The incumbent serves as the senior television producer, working with considerable independence and exercising considerable professional judgment. The incumbent receives general supervision from the Television Production Manager.

EXAMPLES OF WORK (illustrative only):

- Leads the production of live and taped studio programs and meeting coverage for the government access channel;
- Ensures that final production is suitable for broadcasting on the County channel and ensures adherence to FCC regulations;
- Plans, researches, develops, writes, produces and edits programming, PSAs and video packages for County agencies and elected officials;
- Assists in planning and creating programming/production schedules;
- Coaches staff and guides on technical programming matters;
- Provides counsel, creative assistance, and production services for users agencies;
- May direct the work of contract and freelance personnel during video production;
- Directs the operation of television cameras, audio, lighting, editing equipment and related computer systems needed in the production of audio/visual communications;
- Performs related work as assigned.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES: Extensive knowledge of the generally accepted principles and practices of the telecommunications field; extensive television production and direction skills; ability to effectively coordinate activities with multiple agencies; creative skill; good research skills; good writing skill; considerable skill in the use of a personal computer, with considerable 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; accuracy; ability to deal effectively with the public; ability to keep accurate and detailed records and files; good organizational skills; ability to effectively lead and direct the work of subordinate technical personnel; ability to supervise staff members when necessary, as directed; 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 four (4) 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.