

Job Class Code: 0871	FLSA Status: Exempt
Pay Basis: Salary (Annual)	EEO Category: 2

GENERAL DESCRIPTION OF CLASS

The purpose of this class is to plan, organize, supervise and produce television programs in support of the City’s overall public communications and organizational objectives. The class is responsible for identifying communications needs of the City that can be addressed via television communications, managing production projects, assigning staff, developing appropriate messaging, and performing production tasks as needed.

TYPICAL TASKS

- Coordinates television program development by providing editorial and messaging guidance to staff, interns and freelancers.
- Writes, edits, and produces television programs to communicate City messages to the community.
- Develops, documents and maintains television production project management schedules and work flow plans; reports these activities to the Director of Public Communications on a regular and frequent basis.
- Works collaboratively with the Television Operations Coordinator to perform various quality control monitoring activities covering pre-production, production, customer service and final transmission of finished television products disseminated via cable television, internet venues, DVDs and other media.
- Tracks and monitors television programs to ascertain effectiveness of the department’s work product.
- Performs related tasks as necessary, such as assisting with budget preparation and monitoring, scheduling of staff, working with community groups, etc.
- Develops programming schedules for WCTV Chesapeake Television.
- Manages production projects, develops appropriate messaging, and performs productions tasks as needed.
- Pursues opportunities to promote WCTV Chesapeake Television to increase viewership and penetration in the community.
- Works with the Television Operations Coordinator and the Information Technology internet staff to develop internet video content to meet informational and instructional needs of City departments.
- Supervises staff including selecting or recommending selection, training, assigning and evaluating work, counseling, disciplining, and terminating or recommending termination.
- Performs other related duties as assigned.

GENERAL STANDARDS

Data Involvement	Coordinates or determines time, place or sequence of operations or activities based on analysis of data or information and may implement and report on operations and activities.
Interpersonal/People Involvement	Counsels or instructs others through explanation, demonstration, and supervised practice and makes recommendations based on technical expertise.
Reasoning Requirements	Performs coordinating work involving guidelines and rules but solves problems constantly.
Mathematical Requirements	Uses basic algebra involving variables and formulas, basic geometry involving plane and solid figures, circumferences, areas, and volumes; computes ratios, rates, and percentages.
Language Requirements	Reads journals, manuals, and professional publications; speaks informally to groups of coworkers, staff in other organizational agencies, the general public, and people in other organizations; composes original reports, training and other written materials using proper language, punctuation, grammar, and style; may presents training programs.

Mental Requirements	Uses advanced professional level work methods and practices in the analysis, coordination or interpretation of work of a professional, legal or managerial nature and formulates important recommendations or makes technical decisions that have an organization wide impact; requires sustained, intense concentration for accurate results and continuous exposure to unusual pressure.
Decisions/Supervisory Control	Directs actions of others, making decisions almost constantly, affecting coworkers, clients, and others in the general public.

EDUCATION, EXPERIENCE AND SPECIAL REQUIREMENTS

Vocational/Educational Requirement	Requires any combination of education and experience equivalent to a bachelor's degree in television production, public relations, mass communications, or a closely related field.
Experience	In addition to satisfying the vocational/education standards, this class requires a minimum of four years of related, full-time equivalent experience with at least two years of supervisory experience preferred.
Special Certifications and Licenses	None
Special Requirements	Employees may be expected to work hours in excess of their normally scheduled hours in response to short-term department needs and/or City-wide emergencies. Emergency operations support work and work locations may be outside of normal job duties.

AMERICANS WITH DISABILITIES ACT (ADA) REQUIREMENTS

The City of Chesapeake is an Equal Opportunity Employer. ADA requires the City to provide reasonable accommodations to qualified individuals with disabilities. Prospective and current employees are invited to discuss accommodations.

This is a class specification and not an individual position description. A class specification defines the general character and scope of duties and responsibilities of all positions in a job classification, but is not intended to describe and does not necessarily list the essential job functions for a given position in a classification.