



PERSONNEL COMMISSION

Class Code: 5151
Salary Range: 40 (M2)

CREATIVE WRITER/PRODUCER/DIRECTOR

JOB SUMMARY

Under general direction, create, write, produce, direct and edit educational, instructional and informational videos and other multimedia productions which augment the District's use of cable broadcasting, educational programming, and professional development as an effective communication medium; train and supervise the performance of assigned staff; perform related duties as assigned.

EXAMPLES OF DUTIES

The classification specification does not describe all duties performed by all incumbents within the class. This summary provides examples of typical tasks performed in this classification.

- Create, write, produce, direct and edit educational, instructional and informational videos, television shows and other multimedia productions which augment the District's use of cable broadcasting, educational programming, and professional development as an effective communication medium. **E**
- Consult with clients to ascertain production needs, goals, budgetary requirements and target audiences; conceive and write original scripts for video production including action, dialogue, graphics, narrations and animation sequences; assure appropriateness of content; edit scripts written by others; preview and approve final productions. **E**
- Schedule, coordinate, produce and manage all aspects of studio, field and live productions; determine production technique and location; coordinate and oversee pre-production meetings with clients and production staff. **E**
- Direct multi- and single-camera video productions; select and acquire appropriate production equipment; oversee and participate in the set up of cameras, lighting, microphones and equipment; drive a District vehicle to conduct work. **E**
- Assign production roles to staff; rehearse and direct talent, serve as video switcher and director of camera shots and composition; design custom lighting for studio productions as needed. **E**
- Operate video cameras for single and multi-camera productions; assure visually appealing composition, and proper video exposure levels; assure proper audio control from on-board and attached microphones. **E**
- Design and build or oversee the building of original sets for studio production involving basic carpentry and painting; oversee and participate in the design and creation of graphics for video productions. **E**
- Oversee or perform creative editing of video productions on non-linear, digital editing systems; capture video; select and sequence scenes on timeline; select and insert

background music and narration; design and create original graphics and animation. ***E***

- Train and supervise the performance of assigned staff; assign, schedule and review the work of staff; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions. ***E***
- Communicate with District administrators, personnel, vendors and other outside organizations to coordinate activities and productions, resolve issues and conflicts and exchange information. ***E***
- Research, evaluate and develop recommendations regarding the purchase of multi-media equipment; participate in evaluating purchased media appropriate for distribution to school sites and broadcasting on cable channels; prepare recommendations to improve operational effectiveness and minimize costs. ***E***
- Prepare or direct the preparation and maintenance of a variety of reports, records and files related to assigned activities; operate a computer and assigned software. ***E***
- Troubleshoot, perform routine maintenance and make adjustments to a wide variety of production equipment. ***E***
- Attend and participate in meetings, conferences and seminars related to assigned activities to maintain current knowledge of advances in the field. ***E***
- Conduct trainings for staff, student workers and interns in the operation of media production equipment and related systems. ***E***

Note: At the end of some of the duty statements there is an italicized "E" which identifies essential duties required of the classification. This is strictly for use in compliance with the Americans with Disabilities Act.

DISTINGUISHING CHARACTERISTICS

The Creative Writer/Producer/Director creates, writes, produces, directs and edits educational, instructional and informational videos, television shows and other multimedia productions which augment the District's use of cable broadcasting, educational programming, and professional development as an effective communication medium. The incumbent, under the direction of the department administrator, has primary responsibility for creating and coordinating productions with District administration, teachers and staff. Primary responsibility involves determining the scope of projects, writing scripts, managing all aspects of the production including lighting, set design and set up of cameras, and editing productions. The incumbent has contact with all levels of District staff and must possess excellent oral and interpersonal communication skills.

EMPLOYMENT STANDARDS

Knowledge of:

General principles and various production formats for television scripts.

Techniques and operation of equipment used in the production of television and video productions.

Creative videography techniques.
Creative video editing techniques and operation of non-linear editing software.
Operation of a computer and assigned software.
Principles and practices of supervision and training.
Applicable laws, codes, rules and regulations related to assigned activities.
Record-keeping and report preparation techniques.
Health and safety practices related to the operation of audio, video, lighting and other technical production equipment in the studio and field.
Interpersonal skills using, tact, patience and courtesy.
Oral and written communication skills.
Proper methods of storing equipment, materials and supplies.

Ability to:

Create, write, produce, direct and edit educational, instructional and informational videos, television shows and other multimedia productions.
Direct multi- and single-camera video productions in the studio and on location.
Consult with clients to ascertain production needs, goals, budgetary requirements and target audiences.
Design, build and paint studio sets.
Operate a variety of audio, video, lighting and technical production equipment.
Perform creative editing of video productions on non-linear, digital editing systems.
Supervise and evaluate the performance of assigned staff.
Observe health and safety regulations related to assigned activities.
Operate a variety of office equipment including a computer and assigned software.
Prepare or direct the preparation and maintenance of a variety of reports, records and files related to assigned activities.
Complete work with many interruptions.
Establish and maintain cooperative and effective working relationships with others.
Maintain current knowledge of technological advances in the field.
Communicate effectively both orally and in writing.
Analyze situations accurately and adopt an effective course of action.
Plan and organize work.
Meet schedules and timelines.

Education and Training:

Bachelor's degree in film or video production, television broadcasting, play or screen writing or a closely related field.

Experience:

Three years of video and television production writing, producing and directing experience including some experience in a lead or supervisory capacity.

Any other combination of training and experience that could likely provide the desired skills, knowledge or abilities may be considered.

SPECIAL REQUIREMENTS

Valid California Class C driver's license.

Applicants for this classification will be required to obtain and submit, at his/her own expense, his/her current motor vehicle driving record at the time of appointment. The record must meet and be maintained at the District's safe driving standard. Failure to meet this requirement will result in the disqualification and/or rejection of the applicant regardless of any other standing.

WORKING ENVIRONMENT

Television studio and office environment.
Working outdoors on location and at heights.
Driving a vehicle to conduct work.
Evening or variable hours.

PHYSICAL DEMANDS

Sitting or standing for extended periods of time.
Hearing and speaking to exchange information in person or on the telephone.
Dexterity of hands and fingers to operate a computer and specialized equipment.
Seeing to read a variety of materials and view productions.
Lifting, carrying, pushing or pulling heavy items weighing up to 50lbs.
Reaching overhead, above the shoulders and horizontally.
Climbing ladders or scaffolding.
Bending at the waist, kneeling or crouching.
Walking over rough or uneven surfaces.

AMERICANS WITH DISABILITIES ACT

Persons with certain disabilities may be capable of performing the essential duties of this class with or without reasonable accommodation, depending on the nature of the disability.

APPOINTMENT

In accordance with Education Code Section 45301, an employee appointed to this class must serve a probationary period of one year during which time an employee must demonstrate at least an overall satisfactory performance. Failure to do so shall result in the employee's termination.