

RANGE N05

**JTC NO. TM1
FLSA EXEMPT Y**

**DALLAS COUNTY COMMUNITY COLLEGE DISTRICT
JOB DESCRIPTION**

JOB TITLE: Cable/Broadcast Television Producer

DATE PREPARED: Fall 1996

DATE REVISED: Fall 2005; Fall 2008; Spring 2009; Summer 2012; Summer 2013; Spring 2015; Fall 2016

GENERAL SUMMARY:

Responsible for planning, coordinating and evaluating the functions necessary for multimedia production to achieve marketing objectives.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

- Plans, coordinates and evaluates broadcast/cable production to achieve marketing objectives.
- Supervises production and coordinates scheduling of cable programming and projects.
- Supervises production of cable broadcast and promotional video's and PSA's.
- Provides supervision of the, student assistants and contract labor.
- Coordinates marketing for broadcast and cable programming.
- Audit and reconcile budget expenditures.
- Manages digital asset management.
- Video Producer for DCCCD special events, i.e., District Conference Days, Convocations, etc.
- Assesses and develops revenue generating products.
- Responsible for hiring of contract labor for various productions.
- Resource to the DCCCD Public Information Council.
- Performs related duties as assigned.

REPORTING RELATIONSHIP:

Varies to meet organizational needs.

PHYSICAL EFFORT REQUIREMENTS:

Requires the ability to lift and carry heavy equipment weighing up to 150 pounds.

Cable/Broadcast Television Producer

Page Two

MINIMUM EDUCATIONAL/SKILL REQUIREMENT:

Bachelor's degree or higher plus four years' experience as video producer, experience in television or cable casting, **or** Associate's degree plus six years' experience as video producer, experience in television or cable casting. Ability to utilize various media hardware and software tools, such as camera operator, graphics, video editing and video composing. Ability to utilize computer technology to maintain records and generate reports. Skilled knowledge of camera, lighting and sound effects. Oral and written communications skills to communicate effectively with individuals from diverse backgrounds. Strong knowledge and experience to provide effective customer service. Official transcripts will be required. *** Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. ***

revised: 09/01/05 – rje; ccp
deleted: 08/31/08-rje-ccp
reinstated/retitled: 10/29/08-adhoc-ccp
revised: 04/2009-ccp
revised: 08/2012 – emm
revised: 08/2013 – emm
revised: 04/2015 – emm
revised: 12/2016 - emm
ADA/tmm 04.02.19