



City of Phoenix

VIDEO PRODUCTIONS COORDINATOR

JOB CODE 06490

Effective Date: 01/93

DISTINGUISHING FEATURES OF THE CLASS:

The fundamental reason this classification exists is to assist the Video Productions Manager with the day-to-day operation of the City's video programming or production activities. Work either involves conceptualizing, researching, writing, producing, directing, and hosting or coordinating, planning, and directing live and videotaped programs and documentaries. The incumbents also supervise a staff of technical, freelance, and clerical personnel. Work is performed under the general supervision of the Video Productions Manager and is evaluated on the basis of results achieved.

ESSENTIAL FUNCTIONS:

- Reviews the work of staff and freelance personnel in the coordination of video producing and productions;
- Prepares scripts for production;
- Reviews scripts, show ideas, and new programs;
- Works with City departments to meet their video needs;
- Critiques programs developed by staff and freelance personnel;
- Schedules freelance technicians for studio and on-location productions and supervises their performance;
- Directs studio and on-location productions;
- Prepares bid proposals for work order projects generated by City departments and estimates for shooting commercials for private businesses;
- Performs budgetary duties such as monitoring incoming and outgoing funds and preparing department purchase orders, payment control documents, payroll, and monthly and weekly budget reports;
- Maintains regular and reliable attendance;
- Demonstrates superior seamless customer service, integrity, and commitment to innovation, efficiency, and fiscally responsible activity;
- Works more than forty hours in a workweek without additional compensation to perform assigned job duties, including weekends, evenings, early morning hours, and holidays as required.

Required Knowledge, Skills and Abilities:

Knowledge of:



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- Principles and practices of personnel management and supervision.
- Script writing and electronic field production management.
- Current television industry trends, techniques, and technology.
- Electronic news gathering techniques and broadcast industry and F.C.C. standards.
- Issues of current interest to the community.
- Application and production of videotapes.
- Broadcast production techniques.
- Electronic field production.
- Video production equipment operation and maintenance procedures.
- Principles and practices of budget administration.

Ability to:

- Translate current issues and items of interest into television programming.
- Comprehend and make inferences from materials written in the English language.
- Remain in a sitting position for an extended period of time.
- Communicate orally with co-workers, customers, clients, and the public using a telephone and in face-to-face, one-on-one settings.
- Produce written documents in English language using proper sentence structure, grammar, spelling, and punctuation.
- Work cooperatively with employees, clients, and the public.
- Perform a broad range of supervisory responsibilities over others.
- Perceive the full range of the color spectrum.
- Enter data or information into a terminal, PC, or other keyboard device.

Additional Requirements:

- Some positions require the use of personal or City vehicles on City business. Individuals must be physically capable of operating the vehicles safely, possess a valid driver's license and have an acceptable driving record. Use of a personal vehicle for City business will be prohibited if the employee is not authorized to drive a City vehicle or if the employee does not have personal insurance coverage.
- Some positions will require the performance of other essential and marginal functions depending upon work location, assignment, or shift.

ACCEPTABLE EXPERIENCE AND TRAINING:

Three years of professional experience in broadcasting and audiovisual industries or television production and a bachelor's degree in broadcast journalism, mass



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communications, television production or a related field. Other combinations of experience and education that meet the minimum requirements may be substituted.