



City of Phoenix

Video Productions Coordinator

Job Code:	06490	Job Function:	General Administration
Salary Plan:	001	Grade:	059
FLSA:	Exempt	Labor Assign:	ASPTA
Benefit Cat:	007	EEO-4:	Professionals
SOC:	27-4032.00	Last Revision:	January 2024

This description shall not be held to exclude other duties not specifically mentioned that are of similar kind or level of difficulty as the examples of typical functions of the classification. They are intended to describe the general nature and level of work being performed by individuals assigned to positions in this classification.

DEFINITION:

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.

SUPERVISION RECEIVED/GIVEN:

Supervision is received from a Video Productions Manager, or other supervisor. Supervision is exercised over technical staff, freelance and clerical personnel.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only):

- 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

REQUIRED KNOWLEDGE AND ABILITIES:

Knowledge of:

- Principles and practices of personnel management and supervision.
- Script writing and electronic field production management.
- Current television industry trends, techniques, and technology.



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- 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:

- Appointments to some positions are subject to meeting appropriate polygraph and background standards.
- 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.

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