

CITY OF WATERTOWN POSITION DESCRIPTION

This job description has been prepared to assist in the evaluation of various classes of responsibilities, skills, and working conditions. It indicates the kinds of tasks and levels of work difficulty generally required of positions given this job. The principal duties and responsibilities enumerated are all essential functions except for supplemental duties and responsibilities. Supplemental duties are described beginning with the word "May." This job description is not intended to limit or modify the right of any supervisor to assign, direct and control the work of employees. Nothing contained herein is intended or shall be construed to create or constitute a contract of employment between any employee or group of employees and the City. The City retains and reserves any and all rights to change, modify, amend, add to, or delete from any section of this description as it deems, in its judgment, to be proper.

DATE: July 9th, 2021

Title: Media Productions Manager Department: Media Productions FLSA Status: Exempt
Pay Grade: (TBD)

General Summary:

Under the direction of the Media and Communications Director, the Media Productions Manager is responsible for the creation, production, technical maintenance and troubleshooting of audio and video equipment and online media based on established policy and procedure. The Media Productions Manager creates videos, graphics, and other types of media that engage the community via the City's public access channels, social media, and website.

This is a full-time position. Hours for this position will include some nights and weekends.

Reporting Responsibility:

Reports to Media and Communications Director.

Specific Accountabilities:

The following duties are normal for the position. These are not to be construed as exclusive or all-inclusive; other duties may be required and assigned.

- Oversees weekly update and scheduling of TV channels.
- Monitors signal, manages station hours, programming, television schedule and fills volunteer worker roles to ensure the station is adequately staffed to meet its city and community obligations.
- Offers facilities, equipment, and training to city employees and public volunteers. Provides all trained employees and volunteers with opportunity to broadcast over the station.
- Captures, packages, and features original programming for broadcast on Watertown cable television channels, website, social media, or other media sources.
- Manage the department's video production process. This includes production, videography, editing, distribution, and archiving of video assets. Serve as lead technical producer, facilitating video recordings, live streaming, and related production activities.
- Maintain, organize, and inventory all Media Production department equipment.
- Collaborate with the Media and Communications Director on multimedia projects to highlight city staff, departments, and projects.
- Responsible for the management of The City of Watertown website and drives content to social media accounts, including City of Watertown and Watertown TV Facebook and YouTube channel.
- Ability to perform tasks of Media and Communications Director as needed in the event of their absence.
- Responsible for volunteer scheduling, training, and hours tracking.

- Provides A/V, social media, and website support for city departments as needed.

Knowledge, Skills, and Abilities:

- Must have a high school diploma or equivalent
- Minimum two-year degree in a communications-related field (i.e., graphic design, visual communications, audio production, broadcast journalism), and minimum 3 years of experience in a fast-paced video production environment.
- Technical troubleshooting skills
- Experience with pre- and post-production photo, audio, and video editing procedures, techniques, and workflow
- Proficiency with Adobe Creative Suite, especially Premiere, Photoshop, and After Effects
- Experience with video streaming software and equipment
- Must be adept at various online media applications such as Facebook and YouTube
- Ability to effectively manage time and schedules through project management principles
- Excellent communication and interpersonal skills and the ability to use tact, patience and courtesy
- Ability to work with and lead diverse groups of people
- Ability to use organizational skills to maintain and track AV equipment and digital media files
- Ability to work effectively both as part of a team and autonomously
- Must have a valid Wisconsin driver's license

Minimum Physical Abilities

- Ability to perform work while standing, sitting and/or walking
- Ability to communicate effectively using speech, vision and hearing
- Ability to use hands for simple grasping and fine manipulations
- Requires bending, squatting, crawling, climbing, reaching
- Requires the ability to lift, carry, push or pull weight, up to 50 pounds