

TOWN OF NORTHBOROUGH
JOB DESCRIPTION

JOB TITLE:	Production Coordinator	DATE:	March 2022
DEPARTMENT:	Cable Access Television	GRADE:	3
REPORTS TO:	CATV Director		

DEFINITION

Responsible for assisting the CATV Director in the development and production of local programming for cablecast and multimedia distribution.

ESSENTIAL FUNCTIONS

The essential functions or duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

- Plan, schedule, assign and/or cover the live audio/video production of community, government, or school events.
- Responsible for the organization and maintenance of all video production equipment.
- Program the media distribution of events for live streaming and television broadcast, recording and replay.
- Responsible for the training of volunteer community producers, student sports and event camera personnel, as well as staff, in the use of production equipment and video editing; provide ongoing technical assistance as required.
- Provide Audio/Visual technical assistance to Town Departments for presentations, audio assistance, promotional graphics/videos, or broadcast distribution and informational advertising.
- Provide technical support for local content providers.
- Perform special projects as assigned by the Director
- Perform related duties as required
- Act as Cable Access Director in their absence.

SUPERVISION RECEIVED

Under general direction, the employee plans and prioritizes the work independently, in accordance with standard practices and previous training. Employee is expected to solve most problems of detail or unusual situations by adapting methods or interpreting instructions accordingly. Instructions for new assignments or special projects usually consist of statements of desired objectives, deadlines and priorities. Technical and policy problems or changes in procedures are discussed with the supervisor.

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SUPERVISION EXERCISED

The Production Coordinator, as a regular and continuing part of the job, leads other workers in accomplishing assigned work and also performs non-supervisory work that is typically the same or similar to the work of the group lead. The employee is responsible for assuring work assignments are carried out efficiently and effectively and in accordance with department procedures and best practice protocols.

JUDGMENT AND COMPLEXITY

The work consists of a variety of duties which follow standardized practices, procedures, regulations, or guidelines. The sequence of work and/or the procedures followed vary according to the nature of the transaction and/or the information involved, or sought, in a particular situation. Judgment is needed to locate, select, and apply the most pertinent practice, procedure, regulation, or guideline.

NATURE AND PURPOSE OF CONTACTS

Relationships are primarily with co-workers, vendors and the public involving frequent explanation, discussion or interpretation of practices, procedures, regulations or guidelines in order to render service, plan or coordinate work efforts, or resolve operating problems. Other regular contacts are with service recipients and employees of outside organizations. More than ordinary courtesy, tact and diplomacy may be required to resolve complaints or deal with hostile, uncooperative or uninformed persons.

EDUCATION AND EXPERIENCE

Degree in media communications preferred and 3 years of related experience; or any equivalent combination of education, training, certification, and experience. Training in communication, video production, film or media is preferred. Class D Driver's license required.

KNOWLEDGE, ABILITY, AND SKILLS

Knowledge: Thorough knowledge of the department's operations, proficiency in the department's specific technology, software applications and databases, general knowledge of federal and state laws, and town by-laws as they pertain to the department's operations.

Abilities: Ability to plan and organize live, recorded and remote productions; requires skill in troubleshooting a variety of video set-ups. Ability to work independently. Computer skills with specific expertise in graphics and production software applications

Skills: Planning, time management and organizational skills and attention to detail. Effective customer service and effective oral and written communication skills. Contacts require courtesy and tact. Personal computer, general office equipment, video production equipment including cameras, switchers, networks, audio and digital editing equipment and playback servers.

WORK ENVIRONMENT

The work is performed in an office setting as well as off-site locations and in varying weather conditions.

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PHYSICAL, MOTOR, AND VISUAL SKILLS

Physical Skills: Administrative work is conducted in an office setting, involving sitting, with intermittent periods of stooping, walking, and standing. When in the field, work requires agility and physical strength, such as over rough terrain, or standing or walking most of the work period. Occasionally, work may require lifting heavy objects and carrying them up and down stairs or bleachers. Must stretch and reach to retrieve materials, may climb ladders to adjust equipment.

Motor Skills: Duties require motor skills for activities such as moving objects, using office equipment, including but not limited to telephones, personal computers, handheld technology, and other office equipment.

Visual Skills: Visual demands require routinely reading documents for general understanding and analytical purposes as well as using video cameras and other equipment to record events and edit media.