



City of Irving Job Description

Producer/Anchor

FLSA Status:	EXEMPT	Job Department:	Communications
Job Code:	06311	Reports To (Job Title):	Executive Producer

PURPOSE

To produce, write, anchor, and oversee production of television programs produced for Irving Community Television Network (ICTN).

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.*

- Write, produce, direct, edit, and oversee production & planning of scheduled programs and specials.
- Train television production staff.
- Research, develop, and write the script for video programs.
- Budget video production including post production and VHS/DVD duplication.
- Assist with intern training programs including instruction in the use of video equipment, production techniques, and script writing.
- Interact with city officials and residents to produce informative news stories.
- Help evaluate the performance of interns and freelance talent.
- Develop and write stories/video projects and prepares public service announcements.
- Communicate with various sources to develop and implement ideas for programs.
- Anchor recorded and live programs, and serves as voiceover talent for various projects.

OTHER DUTIES AND RESPONSIBILITIES

- Use Edius software to pull video clips and edit for programming.
- Cover various events for inclusion in ICTN programming.
- Schedule freelance reporters, review their scripts, and work with them to develop reporting skills.
- Post and/or coordinate posting of content to ICTN's online video services.
- Represent ICTN through community outreach activities.

SUPERVISORY RESPONSIBILITIES

Functional and Technical Supervision - Regular responsibility for giving direction and guidance to employees as a lead worker, project manager or internal advisor. As an ongoing part of the position, the employee can expect to supervise approximately as many as 5 interns, plus additional freelancers and staff, based on the specific project.

FINANCIAL / BUDGETARY RESPONSIBILITY

Schedules freelance talent and camera operators, and recommends purchase of equipment and production tools.

QUALIFICATIONS:

The requirements listed below are representative of the knowledge, skill, and/or ability required.*

EDUCATION

- Bachelor's degree from accredited four-year college or university in related field of study.

EXPERIENCE

- Minimum of three (3) years of experience in video production.

CERTIFICATES, LICENSES, REGISTRATIONS

- Appropriate valid Texas driver's license, or the ability to obtain one, is required.

KNOWLEDGE OF

- Communications & Media: Media production, communication, and dissemination techniques and methods, including alternative ways to inform and entertain via written, oral, and visual media.
- Mechanical/Technical: Safely operating diverse equipment, especially video technology, which includes video editing equipment. Additionally, experience and understanding of the technique of videography, lighting and editing is beneficial to this position.
- English Language: The structure and content of the English language, including the meaning of words and grammar.
- Fine Arts: Theory and techniques required to produce, compose, and perform works of music, dance, visual arts, drama, and sculpture; Athletic competition: rules, principals and structure of athletic contest; or News: local events, programs and items of interest.
- Computer Usage: Computer hardware and software applications including video production equipment and non-linear digital production software and hardware.
- Customer Service: Principles and processes for providing customer and personal services including a desire to help customers regardless of their circumstance.
- Social Media & Online Video Services: How to post videos, coordinates promotion with social media coordinator and writers for other outlets.

SKILLS AND ABILITIES IN

- Accuracy: Attention to detail in dealing with numbers, words, and ideas.
- Active Learning: Working with new material or information to grasp its implications.
- Active Listening: Listening to what others are saying and asking questions as appropriate.
- Cooperation: Establishing and maintaining positive working relationships with those contacted in the course of work.
- Management of Material Resources: Obtaining and seeing to the appropriate use of equipment, facilities, and materials needed to do certain work.
- Teaching: Conveying new concepts and confirming comprehension by listener.
- Written and Oral Expression: Communicating information and ideas in writing, as well as through speech, so others will understand.
- Oral Comprehension: Listening to and understanding information and ideas presented through spoken words and sentences.
- Reading Comprehension: Reading and interpreting documents.
- Originality: Developing unusual or clever ideas about a given topic or situation, or developing *creative* ways to solve a problem.
- Visualization: Imagining how something will look after it is moved or rearranged.
- Effective Supervision: Producing decided, decisive, and/or desired effect in the actions of those under one's direction.
- On-Camera Presentations: Using/maintaining effective vocal quality and inflection, gestures, as well as an overall visual appearance.

GUIDANCE RECEIVED

General Standards

A range of professional standards and methods guide completion of assignments and decisions made. Adherence to policy, City procedures and general supervisory direction is expected. Position incumbents are responsible for making recommendations about changes to methods, procedures and policies and helping to implement changes.

CONTACTS

This position requires regular interaction with contacts inside and outside of city offices. These include business and civic leaders, sports and entertainment professionals, and Irving residents.

EQUIPMENT AND PROPERTY

In addition to cameras, various video editing equipment, lighting, computers and/or laptop, and general office equipment, the employee may also operate a city vehicle.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.*

The employee constantly is required to listen, see, sit, and/or talk. Frequently, s/he is required to stand and/or walk. S/he occasionally is required to carry, climb, drive a vehicle, grasp, handle, feel, kneel, and/or lift up to 50 pounds. Rarely, the employee is required to pull, push, reach, balance, and/or run.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.*

The employee is often exposed to a confining work space, dirty environment, electrical hazards, extreme temperatures or weather conditions, high and precarious work places, improper illumination, and/or noise. The noise level in the work environment is usually moderate.

* Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Note: A class specification is a general listing of duties, responsibilities, knowledge, skills, and abilities required of an incumbent assigned to a particular class of work. There may be one or multiple positions assigned to a single classification; therefore, the class specification lists those work attributes that are common to every incumbent in the class.