



City of Irving Job Description

Executive Producer

FLSA Status:	EXEMPT	Job Department:	Communications
Job Code:	C111	Reports To (Job Title):	Communications Director

PURPOSE

To direct, coordinate, oversee and promote the television programming produced by Irving Community Television Network (ICTN). Also, coordinate activities involving personnel, equipment and community groups. In addition, helps prepare Corporate Communications budget and Strategic Plan items as well as develops, writes and edits the monthly resident and employee newsletters, Operations Update, monthly utility bill insert and other city publications.

ESSENTIAL DUTIES AND RESPONSIBILITIES

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

- Manage, direct and organize production activities for ICTN; direct, oversee and participate in the development of the work plan; supervise the production of all programs at ICTN.
- Select and schedule programming for all three ICTN stations.
- Assign and schedule projects, crew calls and monitor work flow; review and evaluate work products, methods and procedures.
- Evaluate programming produced outside of ICTN and incorporates material when desirable.
- Produce and direct regularly scheduled programs and specials; develops show and video ideas.
- Remain informed of industry-related changes in equipment and programming.
- Compile statistical data to monitor results and KPIs.
- Investigate complaints or concerns and recommends corrective actions as necessary to resolve them.
- Assist in promoting ICTN to the public; oversees ICTN website.
- Assist in the development of short- and long-range plans for citywide implementation and works with team to develop communication plans.
- Work closely with Director to guarantee a consistent message.

OTHER DUTIES AND RESPONSIBILITIES

- Help prepare budget and Strategic Plan items for Communications.
- Write, edit and proofread the monthly resident and employee newsletters, Operations Update, monthly utility bill insert and other city publications.

SUPERVISORY RESPONSIBILITIES

Organizational Supervision - Applies to full personnel management responsibilities including selection, discipline, grievances and formal performance evaluations for a position's direct reports plus all employees reporting up through subordinates, which will include approximately 15 employees.

FINANCIAL / BUDGETARY RESPONSIBILITY

- Develop, administer, monitor and coordinate \$2.3 million departmental budget annually.
- Monitor budget and purchase departmental supplies and equipment monthly.

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 five (5) years of increasingly responsible, related experience including two (2) years of administrative and supervisory experience.

CERTIFICATES, LICENSES, REGISTRATIONS

- Appropriate valid Texas driver's license.

KNOWLEDGE OF

- Administration and Management: Principles and processes involved in business and organizational planning, coordination, and execution. This includes strategic planning, resource allocation, manpower modeling, leadership techniques, and production methods.
- Communications and Media: Media production, communication, and dissemination techniques and methods, including alternative ways to inform and entertain via written, oral, and visual media.
- 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.
- Budget Management: Developing plans and budgets; comparing them against actual activity.
- 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.

SKILLS AND ABILITIES IN

- Accuracy: Paying 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.
- Functional Supervision: Motivating, developing, and directing people as they work.
- Management of Material Resources: Obtaining and seeing to the appropriate use of equipment, facilities, and materials needed to do certain work.
- Management of Personnel Resources: Motivating, developing, and directing people as they work, and identifying the best people for the job.
- 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/Reading Comprehension: Listening to and understanding information and ideas presented through spoken words and sentences; reading and interpreting documents.
- Publishable Writing: Writing copy following AP Style guidelines for city publications.

GUIDANCE RECEIVED

Accepted Methods and Procedures

Broad supervisory direction, seasoned knowledge, accepted methods and procedures, and stated policies guide completion of assignments and decisions made. Makes recommendations to superiors about moderately complex issues and procedural changes.

CONTACTS

Frequent contact with the public or other organizations; interactions may require obtaining cooperation of people; courtesy and tact are required when dealing with moderately difficult or sensitive issues. Constant contact with all management levels across multiple departments.

EQUIPMENT AND PROPERTY

This position requires knowledge of various forms of video technology, including video editing equipment. Experience with and knowledge of videography, lighting and editing is necessary. Knowledge of publication software (In Design) and the use of both PC and MAC platforms are required. Also includes operation of 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. Occasionally, s/he is required to carry, climb, drive a vehicle, grasp, handle, feel, kneel, and/or lift up to 50 pounds. S/he rarely 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.