



City of Aurora

JOB DESCRIPTION

TITLE: VIDEO PRODUCTION MANAGER
DEPARTMENT: Communications and Marketing
LABOR GROUP/PAY PLAN: Executive Pay Plan
LOCATION: City Hall

JOB CODE: 22197
SALARY GRADE: E15
FLSA STATUS: Exempt
EFFECTIVE: 9/28/2023

Definition

Under the direction of the Chief Communications and Marketing Officer, is responsible for the overall planning, and implementation of the day-to-day operations of the Aurora Media Center, which includes Aurora Community Television (ACTV). Responsibilities include developing an effective approach to the preparation of pre-recorded and live video programming for Citywide marketing and communications of city news and information to internal and external stakeholders; while maintaining knowledge of regulatory standards as related to operating a government cable TV channel, video web-streaming, and social media video programming.

Physical Demands and Equipment

The position requires the use of various office equipment including a computer, telephone, copy machine, and camera equipment. While a majority of the duties are performed in an office area, some duties may extend to outdoors.

Essential Functions of the Job

1. Supervises staff to include prioritizing and assigning work, scheduling staff, providing staff training, directing and conducting performance evaluations, and ensuring that employees follow policies and procedures.
2. Manages the operations of the television station, including the planning and execution of video production timelines and schedules, programming, gathering information, editing, organizing, and distributing materials.
3. Develops shot layouts and makes recommendations to staff pertaining to various communication approaches via video and broadcast technologies.
4. Works with the Communications and Marketing team to produce long-form and short-form field and studio productions, including setup of special equipment and remote installations, and ensures the operations meet objectives.
5. Develops strategies and tools for ongoing strategic and technological improvement in broadcast operations.
6. Oversees and acts as the technical lead on video equipment operation related to television studios, control rooms, field productions, non-linear video edit systems, and related equipment and software.
7. Develops and maintains ACTV policies and procedures.

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8. Cultivates inclusive and respectful working relationships that support a sense of belonging for all employees and community members.
9. Perform other duties as assigned.

Required Knowledge and Abilities

- Requires knowledge in public information, media relations, and journalism principles and practices as related to broadcast media.
- Requires thorough working knowledge of studio, and field operation principles and practices.
- Requires in-depth knowledge of broadcast video & Audio systems. Digital and analog, both wired and wireless.
- Must have knowledge in broadcast-quality video camera operation, non-linear editing and/or practices of writing and producing video projects.
- Ability to work effectively with a variety of people, including the general public, City Council, management, staff, committees, and colleagues.
- Ability to handle multiple tasks, set priorities, meet deadlines, adjust quickly to handle emergencies, be detail-oriented, and work well under pressure.
- Ability to complete projects on time and within budget.
- Requires the ability to work independently.
- Requires ability to effectively manage and coach a team of video content creators.
- Requires working knowledge of Microsoft Office.

Qualifications for Hire

- Requires a Bachelor's Degree in Film Studies, Communications, Marketing, or a related field.
- Requires a minimum of five (5) years of directly related experience in video production.
- A minimum of one (1) year of supervisory experience, or an equivalent combination of education and experience.
- Requires a valid driver's license.

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by an employee assigned to this position and are not intended to be an exhaustive list of all responsibilities, duties and skills required of personnel so classified. 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.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

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I, _____, acknowledge that I have received a copy of my job description. The description of VIDEO PRODUCTION MANAGER describes the duties for employment in this position. I acknowledge and understand that this is not a contract of employment. I understand that I am responsible for reading this job description in its entirety and complying with all job duties, requirements, and responsibilities contained herein, and any subsequent revisions

I understand that the physical demands described are representative of those that must be met by the employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions by contacting the Human Resources Department.

The City of Aurora is an Equal Opportunity Employer.

Applicant/Employee Signature

Date