

Task List
Cable Television Production Manager (1801)
2015

1. Plans, organizes, coordinates and directs multi-media municipal programming for distribution on its cable channels, websites and social media platforms such as YouTube, Facebook and Twitter.
2. Hires, manages, oversees, coordinates and schedules the City's multi-media production facilities production staff and crews including: Cameramen, Producers, Directors, Vendors, etc. using ScheduAll to ensure that projects finish in a timely manner and run as smoothly as possible.
3. Reviews and approves request forms sent via email/fax, or in person, from City agencies for use of the production facilities after determining feasibility and cost factors involved in providing such services.
4. Serves in various positions including but not limited to: Director, Producer, Editor, or stage manager for in-house projects and/or when positions cannot be filled due to scheduling conflicts or budgetary issues.
5. Confers with supervisors and staff members to clarify and implement plans and policies and to provide both technical and administrative direction.
6. Estimates, prepares, manages and reconciles production budgets based on production size, client requests/needs, etc., and enters all budgetary information into Microsoft Office for client review and filing.
7. Identifies and approves equipment and elements required for productions, such as scenery, lights, props, costumes, choreography, and music.
8. Responds to, and/or contacts experts regarding malfunction of equipment or props to ensure that the problems are fixed in a timely manner.
9. Provides analysis and interpretation of web data using Google Analytics to track Internet visitors to increase Internet traffic for Channel 35 and other City Internet sites.
10. Assists production team with producing municipal programming content, such as live webcasting and webisodes, and/or re-editing content for distribution on the web and social media.
11. Manages and assists in operation of Channel 35's web site with Media Specialist to ensure real-time and timely distribution of city government proceedings and services by keeping up to date with current projects as well as understanding what projects are scheduled and should be published.
12. Manages live broadcasts, recordings, or non-broadcast programming for public entertainment or education by determining time of airing program and/or coordinating schedules with control rooms or promotions taking place prior to air time.
13. Determines the availability of and develops resources (such as new media databases, technological innovations, devices, etc.) necessary to meet the multi-media programming requirements of City departments and elected officials.
14. Evaluates final project content based on client needs, budget, talent, equipment, etc. to determine if programs meet established criteria and initiates changes as necessary.

15. Researches locations, previous tapings, current news, and other aspects as necessary, to ensure each project is inclusive of all crucial information.
16. Prepares and stores operating records, reports and recommendations to be saved in ScheduALL, project notebooks, and electronic files.
17. Produces professional instructional or informational video programs for City Departments of major events such as elections, cultural events, press conferences, etc.
18. Responds to viewer inquiries, requests, and complaints via phone/email.
19. Coordinates the training of designated City personnel in television production for various platforms.
20. Collaborates with editors during the post-production process as tapings are edited and soundtracks are added.