



## Job Description

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<b>Job Title:</b>	Senior Producer	<b>Grade:</b>	J
<b>Department:</b>	CPCC/WTVI	<b>FLSA:</b>	Non-exempt

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*The incumbent in this job is expected to assist the College in achieving its vision and mission. Customer focus, college service, and a willingness to assist as needed are expectations for all employees.*

### **General Function:**

Responsible for producing programming content suitable for airing on CPCC/WTVI television that describes the role and value of the College, WTVI to internal and external audiences, and managing the process for quality and efficiency.

### **Characteristic Duties and Responsibilities:**

1. Provide professional HDTV EFP camera and lighting to insure that WTVI's image is of the highest quality adhering to the PBS Red Book of Standards.
2. Provide lighting direction for studio and EFP productions.
3. Manages the project, which includes creating, developing, researching, writing, producing and packaging, for broadcast quality studio and location programs, series, promotional spots that support the strategic goals of WTVI
4. Produces innovative video productions/promotional spots to assist WTVI instructional departments with their marketing and program promotion; produces on-demand content or develop/distribute WTVI related material to other external broadcast entities of the viewing areas.
5. Creates material used for WTVI Television programming, including but not limited to shooting videos, and conducting field interviews; edits material for television broadcast, social media, web applications or news production; schedule guest as needed.
6. Maintains equipment and reports problems to ensure quality products are produced.
7. Works with General Manager to develop goals and objectives which connect to the stations' and College's strategic plans.
8. Develops concepts and new programming proposals to present to the General Manager for consideration.
9. May also direct studio productions; supervise cameras, sound, character generator, teleprompter, and floor director positions.
10. Performs other duties as assigned.

### **Reporting Relationships:**

**Direction Received:** Reports to the Director, Production

**Direction Given:** No responsibility for the supervision of others, project direction or program

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The intent of this job description is to provide a representative summary of the essential functions that will be required of positions given this title and should not be construed as a declaration of specific duties and responsibilities of any particular position. Employees will be assigned specific job-related duties through their hiring departments. Specific job-related duties assigned by hiring departments shall be consistent with the representative essential functions listed above and shall not be construed as expanding a particular position's role, scope, FLSA status, or grade. April 2012



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administration

### **Requirements:**

Bachelor's Degree from a regionally accredited program in Communications or related field with a minimum of 5 years of experience in news or television field production; knowledge of Final Cut Pro; Expert knowledge of creative design; must be a proficient writer and have superior communication skills.

### **Knowledge, Skills, Abilities and Worker Characteristics:**

Knowledge of television or news production, both field and studio production

Adept at lighting and composition of production

Ability to think and respond quickly and on demand

Project management skills

Computer and communication skills

Ability to work within a strict deadlines

Ability to multi-task and work in collaborative and creative environment

Strong editing skills of AVID System or similar linear editing equipment

Knowledge of Final Cut Pro

### **Working Conditions:**

Frequently standing for extended periods of time; up to 40% of time may be spent outdoors; light physical effort involving bending and lifting of equipment to and from locations (35 – 50 lbs.) ; frequently traveling between buildings on campus or between campuses; infrequently twisting at the waist, stooping, kneeling and reaching overhead; exposure to electrical hazards while handling lighting equipment such as cables, connectors, different sizes of light stands, different sizes of lighting instruments from 150W to 2000W, video cameras and support equipment; evening and weekend hours