



**Job Title: Producer**

## **CLASSIFICATION DESCRIPTION**

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**Department: Varied**  
**Pay Grade: 111**  
**FLSA Status: Exempt**  
**Remote Work Eligible: No**

### **JOB SUMMARY**

This position is responsible for producing television or video-based projects that require full project development and management responsibilities. Responsibilities include: researching projects; developing concepts; establishing project timelines; selecting and assigning staff as needed; overseeing edits; coordinating with other producer schedules; creating reports; managing project budgets; and developing and writing storyboards/scripts for productions.

### **DISTINGUISHING CHARACTERISTICS**

N/A.

### **ESSENTIAL JOB FUNCTIONS**

- Manages video production activities and operations, which includes: planning, coordinating, administering, and evaluating programming and related projects, processes and procedures; coordinating activities between multiple service areas.
- Reviews and selects a wide variety of video productions, which includes: determining program quality; updating program schedules; determining prime time programming; and performing related duties.
- Performs studio production activities including lighting, camera operation, floor direction, audio and technical direction.
- Schedules and coordinates TV studio and remote shooting activities.
- Participates in the planning of editing and production facilities.
- Conducts interviews; gathers materials and writes scripts; edits raw footage with video production software; imports programming content into the broadcast system; and creates graphics, animations, and illustrations using image manipulation software.
- Performs post-production audio and video editing in both linear and non-linear formats including creation of computer graphics components.
- Collaborates with and coordinates activities with other internal departments, faculty, staff, and students; participates in/on a variety of meetings, committees, and/or other applicable groups in order to receive and/or convey information.
- Works cooperatively with instructional technologists to incorporate video into distance-learning projects.

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- Prepares and administers project budgets; prepares cost estimates for budget recommendations; and monitors and controls expenditures.
- Prioritizes and assigns work to assigned staff and/or student workers; monitors the performance of staff; and trains staff on work methods and procedures.
- Performs other duties as assigned.

## **MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS**

Bachelor's degree in communications or in a related field of the assigned area and specialized professional training; five (5) years of related work experience in video production including experience doing television production and post-production work in a commercial broadcasting, cable production unit, industrial, business or educational setting along with an example of demonstration product preferably with editing experience on Affinity, AVID, SONY or other professional level non-linear unit(s); or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

## **KNOWLEDGE, SKILLS AND ABILITIES**

### Knowledge of:

- Grant projects;
- Video program coordination and broadcasting techniques;
- Applicable audio and video tools and equipment;
- Interviewing techniques;
- Video production principles and practices;
- Program scheduling principles;
- Video lighting principles and practices;
- Graphics and animation principles;
- Video equipment repair techniques;
- Budgeting principles; and
- Computers and related software applications.

### Skills in:

- Supervisory Skills.
- Organizing;
- Developing and administering budgets;
- Scheduling televised programming;
- Directing and operating cameras, lighting, and other related tools and equipment;
- Developing programming content;
- Solving problems;
- Writing scripts;
- Conducting interviews;
- Editing video content;
- Using a computer and related software applications; and
- Communication, interpersonal skills as applied to interaction with assigned employees, coworkers, supervisor, the general public, etc. sufficient to exchange or convey information and to give and receive work direction.

### Ability to:

- Work with students and faculty;
- Develop and implement project goals and objectives;
- Instruct participants in the project subjects;
- Monitor and evaluate the work of staff;
- Prioritize and assign work; and
- Troubleshoot audio, video, hardware, and software problems.

## **CERTIFICATION, LICENSE AND SPECIAL REQUIREMENTS**

N/A.

### **PHYSICAL DEMANDS**

This work typically requires the following physical activities to be performed. A complete description of the activities below is available upon request from Human Resources.

(X = Required to perform essential job functions)

<b>Physical Activities</b>		<b>Physical Activities</b>	
Balancing – maintain equilibrium to prevent falling while walking, standing, or crouching.		Pushing – use upper extremities to press against objects with force, or thrust forward, downward, outward.	
Climbing – ascending, descending ladders, stairs, ramps, requires body agility.	<u>X</u>	Reaching – extending hands or arms in any direction.	<u>X</u>
Crawling – moving about on hands, knees, or hands, feet.		Repetitive Motion – substantial movements of wrists, hands, fingers.	<u>X</u>
Crouching – bending body forward by bending leg, spine.		Speaking – expressing ideas with spoken word, convey detailed, important instructions accurately, concisely.	<u>X</u>
Feeling – perceiving attributes of objects by touch with skin, fingertips.		Standing – for sustained periods of time.	<u>X</u>
Fingering – picking, pinching, typing, working with fingers rather than hand.	<u>X</u>	Stooping – bending body downward, forward at waist, with full motion of lower extremities and back.	
Grasping – applying pressure to object with fingers, palm.		Talking 1 – expressing ideas by spoken word.	<u>X</u>
Handling – picking, holding, or working with whole hand.	<u>X</u>	Talking 2 – shouting to be heard above ambient noise.	
Hearing 1 – perceiving sounds at normal speaking levels, receive information.	<u>X</u>	Visual Acuity 1 – prepare, analyze data, transcribing, computer terminal, extensive reading.	<u>X</u>
Hearing 2 – receive detailed information, make discrimination in sound.		Visual Acuity 2 – color, depth perception, field of vision.	
Kneeling – bending legs at knee to come to rest at knees.		Visual Acuity 3 – determine accuracy, neatness, observe facilities/structures.	<u>X</u>
Lifting – raising objects from lower to higher position, moving objects side to side, using upper extremities, back.	<u>X</u>	Visual Acuity 4 – operate motor vehicles/heavy equipment.	
Mental Acuity – ability to make rational decisions through sound logic, deductive reasoning.	<u>X</u>	Visual Acuity 5 – close acuity for inspection of small defects, machines, use measurement devices, or fabricate parts.	
Pulling – use upper extremities to exert force, haul or tug.		Walking – on foot to accomplish tasks, long distances, or site to site.	<u>X</u>

### **TYPE OF WORK**

Work performed is primarily:

- Sedentary work*: Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body.
- Light work*: Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force to move objects.
- Medium work*: Exerting up to 50 pounds of force occasionally, and/or up to 30 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.
- Heavy work*: Exerting up to 100 pounds of force occasionally, and/or up to 50 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects.
- Very heavy work*: Exerting in excess of 100 pounds of force occasionally and/or in excess of 50 pounds of force frequently, and/or in excess of 20 pounds of force constantly to move objects

## **WORK ENVIRONMENT**

May be required to work hours other than the regular schedule including nights and weekends.

This position requires regular and reliable attendance and the employee's physical presence at the workplace.

May be subjected to electrical currents.

Work is performed in a dynamic environment that requires sensitivity to change and responsiveness to changing goals, priorities, and needs.

*To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions described herein. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in a job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in a job description.*

***St. Petersburg College has the right to revise a classification or job description at any time. This description does not represent in any way a contract of employment.***