

**CLARKSVILLE-MONTGOMERY COUNTY SCHOOL SYSTEM  
CLARKSVILLE, TENNESSEE  
CLASSIFIED JOB DESCRIPTION**

**Job Title: Webcast/Video Producer**

**Department: Communications**

**Grade I  
H.P.D. 8  
D.P.Y. 260**

**Job Description**

**Date Reviewed: September 2011**

**Reports To: Assistant Communications  
Director**

**Purpose of Job**

The purpose of this job is to promote Clarksville Montgomery County School System, its goals, campuses, programs and activities through the district’s publications, website, and electronic media. Reports to the Assistant Communications Director.

**Essential Duties and Responsibilities**

**The following duties are normal for this job. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.**

**Website/Video**

Assist the Assistant Communications Director in maintaining and updating CMCSS Webstreaming to provide an accurate source of information to viewers. Constantly seek out information for the site and explore new technology and software and how it might assist the district in communicating to various audiences.

All technical work on webcast.

Work with the Assistant Communications Director to provide CMCSS -specific content for CMCSS Webstreaming and the website.

The individual will work with additional client technical contacts, and assist the communications team with trainings, Demonstrations and any additional tasks necessary.

Build webcast pages with CMCSS look and feel.

Update/Redesign webcast-only client pages to maintain consistency with CMCSS graphics and design.

Develop, research, write, voice and serve as on-air talent for videos.

Work closely with the District Schools Broadcasting Programs & Broadcast Teachers to develop students who can assist with CMCSS productions.

Assist and act as crew member on productions.

Prepare videotaped copies of shows and stories requested by district employees and community members.

Set up and break down studio and video equipment.

Prepare set-up and direct remote and studio productions and special programs including post-production work.

Helps maintain audio and video equipment as needed.

Work with the Communications Department staff to maintain a video library of all video shot by CFB-TV.

Assist the Assistant Communications Director in maintaining and updating CMCSS website to provide an accurate source of information to visitors. Constantly seek out information for the site and explore new technology and software and how it might assist the district in communicating to various audiences.

Lead podcast production for training and information.

### **Media/Community Relations**

Work with the Chief Communications Officer, Multi/Media Design Manager, and Communications Specialist to create media materials.

Provide support to special events, including dedications, groundbreaking, service awards dinner as requested by Chief Communications Officer.

Provide support to the CMCSS Education Foundation as requested by Chief Communications Officer.

The Individual must evaluate, plan, organize, manage and contribute to social media channels to reach the CMCSS targets and objectives.

Assist with the Management of all Social Media Sites.

Monitor CMCSS Social media channels for appropriate usage of channels.

**Publications and Promotions**

Prepare written materials to promote video segments in district Web-newsletters, printed materials, other district communications and news releases.

Assist with production of other promotional materials for the district.

**Additional Job Functions**

Performs other duties as required.

**Minimum Training and Experience Required to Perform Essential Job Functions**

Associate Degree or higher required, Bachelor's degree preferred, with at least two years of experience working in communications, journalism, public relations, education or a related field with a specialization in one or more of the following fields preferred: video production, television, film, journalism, and/or communications.

**Special Knowledge/Skills:**

1. Strong organizational, communication, and interpersonal skills.
2. Proficient in technology (Final Cut Pro, I Movie, web development, word processing, desktop publishing, database); preferably Microsoft software such as Word, PowerPoint, etc.
3. Knowledge of video production and digital photography.
4. Comprehensive knowledge of public relations and journalism-style writing and editing with a focus on writing in a clear and concise manner appropriate to the video medium.
5. Skilled in voicing scripts and reporting, in being on-screen talent and anchor, and in all facets of conducting video interviews.
6. Ability to research, manage simultaneous projects.

**KNOWLEDGE OF JOB**

Has general knowledge of the policies, procedures, and activities of the School System and transportation practices as they pertain to the performance of duties relating to the job of Webcast/Video Producer. Has general knowledge of communications, digital photography and video production practices as necessary in the completion of daily responsibilities. Knows how to develop and administer operations and staff plans and objectives for the expedience and effectiveness of specific duties of the department. Knows how to keep abreast of any changes in policy, methods, equipment needs, etc. as they pertain to departmental operations and activities. Is able to effectively communicate and interact with supervisors, members of the general public and all other groups involved in the activities of the department. Is able to assemble information and

make written reports and documents in a concise, clear, and effective manner. Have good organizational, human relations and technical skills. Is able to use independent judgment and work with little direct supervision when necessary. Has the ability to comprehend, interpret, and apply regulations, procedures and related information. Has comprehensive knowledge of the terminology, principles, and methods utilized within the department. Has the mathematical ability to handle required calculations.

**(ADA) MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED  
TO PERFORM ESSENTIAL JOB FUNCTIONS**

**PHYSICAL REQUIREMENTS:** Must be physically able to operate a variety of automated office machines and equipment which includes a computer, printer, copy machine, calculator, telephone, etc. Must be able to use body members to work, move or carry objects or materials. Must be able to exert up to twenty pounds of force occasionally, and/or up to ten pounds of force frequently. Physical demand requirements are at levels of those for active work.

**DATA CONCEPTION:** Requires the ability to compare and or judge the readily observable functional, technical, structural, or compositional characteristics (whether similar to or divergent from obvious standards) of data, people, or things.

**INTERPERSONAL COMMUNICATION:** Requires the ability of speaking and/or signaling people to convey or exchange information. This includes giving assignments and/or directions to co-workers or assistants.

**LANGUAGE ABILITY:** Requires the ability to read a variety of informational documentation, directions, instructions, and methods and procedures related to the job of Webcast/Video Producer. Requires the ability to write reports with proper format, punctuation, spelling and grammar, using all parts of speech. Requires the ability to speak with and before others with poise, voice control, and confidence using correct English and a well-modulated voice.

**INTELLIGENCE:** Requires the ability to learn and understand complex principles and techniques; to make independent judgments in absence of supervision; to acquire knowledge of topics related to the job of Webcast/Video Producer.

**VERBAL APTITUDE:** Requires the ability to record and deliver information to supervisors and officials; to explain procedures and policies; and to follow verbal and written instructions, guidelines and objectives.

**NUMERICAL APTITUDE:** Requires the ability to utilize mathematical formulas; add and subtract totals; multiply and divide; determine percentages; determine time and weight.

**FORM/SPATIAL APTITUDE:** Requires the ability to inspect items for proper length, width, and shape, visually.

**MOTOR COORDINATION:** Requires the ability to coordinate hands and eyes in using automated office equipment and

**MANUAL DEXTERITY:** Requires the ability to handle a variety of items, office equipment, control knobs, switches, etc.

**COLOR DISCRIMINATION:** Requires the ability to differentiate colors and shades of color.

**INTERPERSONAL TEMPERAMENT:** Requires the ability to deal with people (i.e. staff, supervisors, general public, and officials) beyond giving and receiving instructions such as in interpreting departmental policies and procedures. Must be adaptable to performing under considerable stress when confronted with an emergency related to the job of Webcast/Video Producer.

**PHYSICAL COMMUNICATION:** Requires the ability to talk and/or hear: (talking - expressing or exchanging ideas by means of spoken words). (Hearing - perceiving nature of sounds by ear).

**ATTENDANCE:** A regular and dependable level of attendance is an essential function for this position.

The Clarksville-Montgomery County School System is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the school system may provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer. Signatures below indicate the receipt and review of this job description by the employee assigned to the job and the immediate supervisor.

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**Employee's Signature**

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**Supervisor's Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Date**