

PINELLAS COUNTY SCHOOL DISTRICT, FLORIDA

PCSB: 6610
Grade: E07

FLSA Exempt Pay
PTS

MANAGER, MULTIMEDIA AND TV OPERATIONS

REPORTS TO:

Director, Strategic Communications

SUPERVISES:

Multimedia Producer
Multimedia Coordinator
Multimedia Technician

QUALIFICATIONS:

Bachelor's degree in Broadcasting, Journalism, Mass Communications, Multimedia Production, or a related discipline OR industry certification in areas related to above. Five (5) years of experience with multimedia/audio-video/production and post-production using a professional news non-linear video editing system such as Final Cut Pro or Premiere Pro. Experience in teaching multimedia workflows. Ability to work both independently and as a member of a team.

PREFERRED:

Supervisory or project leader experience in Broadcasting, Journalism, Mass Communications, or related field, and the conceptualization, design and production of multimedia materials for varied platforms including television, websites and social media. Experience in a non-linear audio and video editing system in a deadline environment.

MAJOR FUNCTION

The Manager, Multimedia and Television Operations assists the Strategic Communications team by serving as project leader for Multimedia Producers, Coordinators, and the Multimedia Technician, furthering their role in district marketing and promotions by providing effective and efficient communication of district initiatives and activities on a variety of platforms, including traditional media, websites, social media and the district's television station.

ESSENTIAL RESPONSIBILITIES

- Interfaces with Director, Strategic Communications and Strategic Communications team to maintain an effective and efficient flow of information to internal and external stakeholders
- Leads the production of various multimedia and video projects ranging from daily news pieces to features and packages for distribution to multimedia platforms including the district's website, social media, livestream applications and television station
- Works with Director, Strategic Communications to plan and coordinate short- and long-term multimedia deliverables for the district's television station, website, social media and other formats that drive information to internal and external stakeholders
- Oversees Multimedia Producers, Multimedia Coordinators and Multimedia Technician to produce multimedia deliverables such as daily news and social media pieces, livestream events, and long-term feature packages for multiple platforms including the district's website, television station and social media
- Collaborates with members of the Strategic Communication team to assemble work groups to complete multimedia projects of benefit to internal and external stakeholders
- Determines multimedia expectations and needs of PCS staff members. Advising them on what is technically possible and producing proposals that include range and scope of work as well as realistic timeframes for project completion to transform their goals and objectives into coherent multimedia narratives to support internal and external communication, while making each effort a part of the multimedia training courseware archive
- Coordinates troubleshooting and maintenance of multimedia-related equipment with district staff or outside vendors
- Oversees editing and assembling of final visual/audio program material to ensure consistency and relevancy to production and monitors technical quality of end product

MANAGER, MULTIMEDIA AND TV OPERATIONS

ESSENTIAL RESPONSIBILITIES (Continued)

- Creates original programming for WPDS-TV to maintain compliance with Federal Communications Commission (FCC) Part 73 rules and regulations for a UHR channel and the District's multi-year contract with a telecommunications provider
- Responsible for the district's compliance with FCC mandates, documentation and filings
- Oversees data collection, maintenance and analysis and generates metrics reports regarding audience use of WPDS-TV and website pages relating to Strategic Communications
- Ensures compliance with current copyright laws
- Assists with the coordination and promotion of countywide multimedia-related competitions and awards opportunities in alignment with relevant state- and national-level competitions
- Participates in staff trainings pertaining to writing, editing, videotaping, audio, Freedom of Information Act management and media relations
- Performs other related duties as required

TERMS OF EMPLOYMENT

Salary and benefits shall be paid consistent with the district's approved compensation plan. Length of the work year and hours of employment shall be established by the District.

Performance of the job will be evaluated in accordance with provisions of the School Board's policy on evaluation of personnel.

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities and duties required of those in this classification.

HISTORY OF JOB CLASSIFICATION

ISSUED 11/19/20; BOARD APPROVED: 12/15/20

MANAGER, MULTIMEDIA AND TV OPERATIONS

WORKING CONDITIONS & PHYSICAL EFFORT:	Seldom Or Never	Monthly	Weekly	Daily	Hourly
1. Lift objects weighing up to 20 pounds			X		
2. Lift objects weighing 21 to 50 pounds			X		
3. Lift objects weighing 51 to 100 pounds	X				
4. Lift objects weighing more than 100 pounds	X				
5. Carry objects weighing up to 20 pounds			X		
6. Carry objects weighing 21 to 50 pounds			X		
7. Carry objects weighing 51 to 100 pounds	X				
8. Carry objects weighing 100 pounds or more	X				
9. Standing up to one hour at a time				X	
10. Standing up to two hours at a time			X		
11. Standing for more than two hours at a time			X		
12. Stooping and bending			X		
13. Ability to reach and grasp objects				X	
14. Manual dexterity or fine motor skills					X
15. Color vision, the ability to identify and distinguish colors				X	
16. Ability to communicate orally					X
17. Ability to hear					X
18. Pushing or pulling carts or other such objects			X		
19. Proofreading and checking documents for accuracy					X
20. Using a computer to enter and transform words or data					X
21. Using various technology tools					X
22. Working in a normal office environment with few physical discomforts					X
23. Working in an area that is somewhat uncomfortable due to drafts, noise, temperature variation, or other conditions	X				
24. Working in an area that is very uncomfortable due to extreme temperature, noise levels, or other conditions	X				
25. Working with equipment or performing procedures where carelessness would probably result in minor cuts, bruises or muscle pulls	X				
26. Operating automobile, vehicle, or van	X				
27. Other physical, mental or visual ability required by the job	X				

Manager, Multimedia and TV Operations, PTS