



Job Description

Job Title: Production Specialist
Position Code: 6N18
Job Classification: Non-Exempt

Supervisor: Station Manager
Pay Grade: 26
Contract Length: 245 Days

Job Summary

Position is responsible for performing creative and technical work in the planning and production of instructional and informative television programs.

Essential Duties

1. Recommends topics and program ideas for locally produced television programs and videos.
2. Consults with management to identify project objectives, resources, and audience characteristics; and evaluates technical and creative viability of requests.
3. Implements program style, format, and presentation mode to meet the desired objective of the project under the direction of the producer.
4. Conducts content research (i.e.: reviews articles/publications, conducts personal interviews, phone interviews) to obtain accurate factual background information and detail.
5. Develops, composes, and/or edits program script and narrative synopses for use in video production with producer approval.
6. Designs, selects, and obtains appropriate sets, props, lighting, costumes, audio, and other equipment/materials necessary for production; determines personnel needs; and casts on-air talent as necessary.
7. Confers with the Video Production Technician to communicate the details of the production and the desired effects (i.e.: design, mood, graphics, style, sounds, etc.)
8. Coaches on-camera talent to familiarize them with television presentation techniques; and suggests changes using knowledge of voice and movement to elicit desired performance levels.
9. Directs "live" production events at on-site locations.
10. Provides guidance and functional direction to crews and technicians assigned to production projects.
11. Conducts on-camera interviews and performs as on-camera talent for various programs and service announcements when needed.
12. Performs production and post-production activities to include video recording, lighting, audio recording, logging and capturing, editing, graphic design, voice-over narration, sound effects, and preparing final production versions utilizing various compressions, conversions, and/or DVD authoring.
13. Provides general program information pertaining to programs produced; and produces clips to be used for promotional purposes.
14. Prepares and maintains production records, logs and transcribes historical media.
15. Assists with troubleshooting minor equipment problems, analyzing equipment needs, and recommending the purchase of new equipment as needed.
16. Maintains professional appearance and appropriate dress in accordance with established school division policy.
17. Models nondiscriminatory practices in all activities.

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

Other Duties

1. Performs any other related duties as assigned by the Station Manager or other appropriate administrators.

Job Specifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodation may be made to enable individuals with disabilities, who are otherwise qualified, to perform the essential functions.

Minimum Qualifications (Knowledge, Skills and/or Abilities Required)

Must possess a Bachelor's degree in communication or television production or a related field; or any equivalent combination of education and experience. Must have experience in videography, scriptwriting, editing, performing on-camera, and producing/directing television, video, or film; or any equivalent combination of education and experience that would provide the noted knowledge, skills, and abilities. Must possess knowledge of television/video production. Must possess skill in the operation of broadcast-level studio and remote electronic video equipment, editing systems and related equipment. Must possess excellent creative, organizational, and communications skills. Must possess the ability to integrate television, audio, and other multimedia into instructional and informative programs. Must possess the ability to establish and maintain effective working relationships with management, technical staff, and production crews. Must possess a valid Virginia driver's license with an excellent driving record.

Working Conditions & Physical Requirements

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions. While performing the duties of this job, the employee is routinely required to lift and move sets, props, and other production equipment weighing up to 50 pounds; climb ladders while carrying and/or lifting equipment; and kneel, stoop, crouch, and bend while balancing video equipment and cameras on the shoulder. Visual and auditory abilities are required by this job for operating television/video-editing and recording equipment.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While working in the building, temperatures remain cool all year, approximately 70 degrees, to accommodate equipment. While performing assignments at on-site locations, the employee is occasionally exposed to various types of weather conditions and environments. While performing assignments in the studio and at on-site locations, the employee is occasionally exposed to risk of electrical shock and bright/dim lighting.

Supervision Exercised: None

Supervision Received: Station Manager

This job description in no way states or implies that these are the only duties to be performed by this employee. The Production Specialist will be required to follow any other instructions and to perform any other related duties as assigned by the Station Manager, or appropriate administrator. Newport News Public Schools reserves the right to update, revise or change this job description and related duties at any time.

Approvals:

Supervisor

Date

I acknowledge that I have received and read this job description.

Employee Name (Print)

Signature

Date

Revised 08/2025