

JOB DESCRIPTION

POSITION TITLE: Video Services Team Lead	JOB CODE: 488G
DIVISION: Strategy and Accountability	SALARY SCHEDULE: Prof/Supervisory Support Annual
DEPARTMENT: Content and Marketing	WORK DAYS: 238
REPORTS TO: Director, Content and Marketing	PAY GRADE: Rank F (NK06)
FLSA: Exempt	PAY FREQUENCY: Monthly
PRIMARY FUNCTION: Provides leadership for the planning, production, post-production and dissemination of video and digital media projects to support the District's communications and marketing initiatives. Responsible for providing direction and support to Video Producers, organizing and scheduling team work flows. Assists the Senior Executive Director with the overall management of video production services for the Communications & Events departments.	

REQUIREMENTS:

1.	Educational Level: Bachelor Degree or equivalency required (2 years of exempt level experience = 1 year of college) combination of experience and education may be used to meet the Bachelor Degree requirement
2.	Certification/License Required: None
3.	Experience: 5 years of experience in media production, video and multimedia support of broadcast communication; experience in management of communications technologies
4.	Physical Activities: Routine physical activities that are required to fulfill job responsibilities
5.	Knowledge, Skills, & Abilities: Written and oral communication; ability to work within and lead teams; knowledge of school system operations preferable; ability to develop and implement plans for improved communication with stakeholders using video; strong background in communications technologies; ability to conceptualize and implement the full utilization of video technology to support communications and marketing initiatives, including storytelling; proficiency with software for content development including, but not limited to, non-linear video editing and associated applications such as the Adobe Creative Cloud suite of applications; proficiency with video cameras, production switchers and audio consoles.

The Board of Education and the Superintendent may accept alternatives to some of the above requirements.

ESSENTIAL DUTIES:

1.	Demonstrates prompt and regular attendance.
2.	Provides the highest level of customer service while delivering high-quality video production, digital media and broadcast/streaming content to both internal and external stakeholders.
3.	Works collaboratively with clients and Department staff to produce and disseminate live and pre-recorded video products for Board of Education meetings, District meetings, events, marketing and other initiatives for delivery to a variety of audiences across multiple platforms including, but not limited to, content delivery networks (CDN), websites, social media, live streaming and television.
4.	Operates audio and video production and delivery equipment including, but not limited to, cameras, production switchers, digital video recorders, audio consoles and associated input devices, lighting controls and signal transmission systems.
5.	Completes post-production work on recorded video including, but not limited to, non-linear editing, incorporating graphics and animation, adding recorded audio and packaging for dissemination.
6.	Collaborates with Marketing Manager to develop products that promote the District's strategic communications, marketing and brand identity.
7.	Develops and implements standards for video content to ensure consistency and a high standard of quality across all video products and platforms.
8.	Reviews client and coverage requests with Senior Executive Director to prioritize and manage team workload. Coordinates, assigns and schedules assigned staff to ensure effective coverage of news, stories and events.

9.	Reviews work prepared by team members to ensure expected standards of high-quality. Provides direction for further edits, as necessary.
10.	Mentors and provides guidance to assigned staff, as needed.
11.	Provides input to performance objectives and performance reviews of assigned staff.
12.	Engages in continuing professional development to enhance knowledge and expertise in current and future technologies to deliver high-quality video and digital media products. Develops and delivers professional development to team members. Provides related training and development to Event Technicians and interns, as needed.
13.	Collaborates with Department staff to provide high-quality video services associated with District events, as needed.
14.	Directs live and "live-to-tape" video broadcasts including, but not limited to, Board of Education meetings and special programming for Cobb EdTV and/or streaming platforms.
15.	Acts as technical liaison to the School Board during live broadcast of Board of Education meetings.
16.	Consults with the Cobb EdTV Station Manager regarding production, content development and acquisition, and programming.
17.	Collaborates with the Marketing Manager and Department staff to develop graphic standards, animations, motion graphics and production designs for District-level original programming for a variety of dissemination platforms.
18.	Reviews, evaluates and recommends equipment, supplies and software for acquisition to sustain and enhance production of video and digital media.
19.	Performs other duties as assigned by the appropriate administrator.

Signature of Employee _____ Date _____

Signature of Supervisor _____ Date _____