

ST. MARY'S COUNTY PUBLIC SCHOOLS  
EDUCATION SUPPORT PROFESSIONAL POSITION DESCRIPTION

MEDIA PRODUCTION COORDINATOR

POSITION: Media Production Coordinator  
REPORTS TO: Chief Strategic Officer  
LOCATION: Office of Strategic Planning and Communication

**NATURE OF WORK:**

This is a twelve-month administrative and technical position. The employee is responsible for providing the planning, development, and preparation of video programming responsive to both internal and external needs of the school system. Work includes directing professional staff and equipment in the completion of written narrations and productions to create professional presentations for clients and transforming community issues into electronic programming. Building and maintaining a 24 x 7 programming schedule for the school systems video channel is a critical part of this job.

**ESSENTIAL FUNCTIONS:**

- Interacts with all levels of management and staff to ensure policies and priorities are met while improving communication via television;
- Provides programming for the 24 x 7 operation of a video channel for the school system;
- Makes final evaluation of programs best suited for internal/external release;
- Reviews scripts and makes post-production critiques with staff to ensure high standards of program content;
- Approves production dates to avoid time conflicts and ensures efficient use of studio and staff time;
- Demonstrates continuous effort to improve operations, decrease turnaround times, streamline work processes, and work cooperatively and jointly to provide quality seamless customer service;
- Produces and facilitates video production of Board of Education meetings and special events during evening and weekend hours;
- Coordinates the use of the public access studio;
- Takes photographs to be used in print, video, and social media;
- Works collaboratively with the digital media team to stream programs to community;
- Assists the digital media team in website maintenance and updates;
- Supervise hourly workers and students, mentoring them on remote shoots; and
- Upload videos to maintain current events on YouTube channel.

**DUTIES AND RESPONSIBILITIES:**

- Produces board meetings and other important informational shows for broadcast; and
- Produce informational programs on school system initiatives for broadcast.

**QUALIFICATIONS:**

**Required:**

- Bachelor's degree in broadcast journalism or communications;
- Knowledge of:
  - Current television industry trends, techniques, and technology;

- Marketing skills for video programs presented to public groups and individuals;
- Electronic news gathering techniques and broadcast industry standards;
- Issues of current interest to the community;
- Script writing and electronic field production management; and
- Regulations, procedures, and services St Mary's County Public Schools.
- Ability to:
  - Translate current issues and items of interest into television programming;
  - Coordinate various elements of SMCPS participation and external media in the release of tele productions;
  - Work cooperatively with employees, clients, and the public;
  - Communicate orally with co-workers, customers, clients, and the public using a telephone and in group and face-to-face, one-on-one settings;
  - Comprehend and make inferences from materials written in the English language;
  - Produce written documents in English language using proper sentence structure, grammar, spelling, and punctuation; and
  - Remain in a sitting position for an extended period of time.

**Desirable:**

- Two years of professional and management experience in broadcasting and audiovisual industries;
- Knowledge of school board and state policies, rules and regulations, and goals and objectives;
- Teaching experience; and
- Patience and Flexibility with novice users and many simultaneous demands.

**TERM OF EMPLOYMENT:**

Full-time twelve-month position.

**SALARY GRADE RANGE:**

The salary for this EXEMPT position will be based on EASMC-ESP salary schedule for twelve-month seven hour employees – Range 31.

**BARGAINING UNIT ELIGIBILITY:** EASMC-ESP