

Title: Cable Cast Producer
PG: 49
Status: Civil Service
Position Reports to: Public Information Officer
Department: Public Information

Class Code: 3825
Date: 09/08

GENERAL DESCRIPTION OF CLASS:

Responsible for the effective and efficient operation of the government access cable broadcasts. This position will report directly to the Communications Director.

ESSENTIAL FUNCTIONS:

1. Plans, directs, manages, supervises, coordinates, and oversees the programs and activities of Lakeland Government TV (LGTV) including franchise administration and government cable programming. Manages and directs the development and implementation of goals and objectives for the Government TV program. Coordinates with PIO to develop programming and schedule video projects.
2. Directs, coordinates, and reviews the work plan for LGTV.
3. Meets with staff to identify and resolve problems and to assign work activities, projects and opportunities for improving service delivery methods and procedures. Monitors work flow and reviews and evaluates work products, methods, and procedures.
4. Develops and implements the annual LGTV budget, including the forecasting of additional funds needed for staffing, equipment, materials, and supplies. Directs the monitoring of and approves expenditures; direct and implement adjustments as necessary. Identifies resource needs, recommends, and administers policies and procedures.
5. Coordinates assigned activities with Polk County Government Access TV, departments, outside agencies, and organizations. Manages the operation of the government television channel to the head-end facility including the direct connection with Polk County Government TV.
6. Manages the development of programming and operating policies and procedures.
7. Serves as Executive Producer, working with PIO to include program development and content decisions for government access channel; responsible for research and develop programming including script development; serves as on-camera host/moderator.
8. Administers, monitors, and promotes the use of government access channel.
9. Attends and participates in professional group organizations and meetings and stays abreast of new trends and innovations in the field of government television programming. Represents the City of Lakeland in government television matters before the community, professional associations, etc.
10. Establishes and maintains effective working relationships with a variety of County and City officials, outside agency personnel, community groups, the media, and the general public.

ADDITIONAL RESPONSIBILITIES:

1. Provides responsible administrative support to the City Manager's Office.
2. Prepares reports as required.
3. Perform related duties and responsibilities as required.

KNOWLEDGE, SKILLS & ABILITIES:

1. Knowledge of principles and techniques of television/cablecast production.
2. Knowledge of operating procedures, maintenance and capabilities of various types of video production equipment.

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3. Knowledge of local access broadcasting and FCC regulations; knowledge of record keeping and budget principles.
4. Ability to plan and develop video programs in a variety of formats; ability to communicate effectively both orally and written.
5. Ability to work independently and productively and ability to direct the work of others as needed.
6. Ability to maintain effective working relationships with elected officials, departmental staff, other governmental entities, education professionals and the general public.
7. Ability to communicate clearly and concisely, both orally and in writing.
8. Must have good presentation skills and comfort level with public speaking.
9. Ability to work nights and weekends and travel when required.

WORKING ENVIRONMENT/CONDITIONS:

Required to have ordinary ambulatory skills sufficient to visit other locations; and the ability to stand, walk, stoop, kneel, crouch, and manipulate (lift, carry, move) light to medium weights of 10-50 pounds. Requires good hand-eye coordination, arm, hand and finger dexterity, including ability to grasp, and visual acuity to use a keyboard, operate equipment and read application information. The associate frequently is required to sit, reach with hands and arms, talk, and hear.

QUALIFICATIONS (EDUCATION, TRAINING, AND EXPERIENCE):

1. Graduate of an accredited four (4) year college or university with major course work in communications, television, public administration, public relations, or a closely related field.
2. Three (3) years experience in television program development with experience in television production and/or cable television franchise administration preferred.
3. An equivalent combination of education and experience that is determined to be directly related to the foregoing specific requirements may be substituted.

SPECIAL REQUIREMENTS:

1. Must possess a valid state of Florida driver's license at time of appointment.
2. Must possess a valid contact phone number.
3. May be required to work overtime, or alternate hours, as necessary for the efficient operation of the department. Position may be designated as Mission Critical by Department Director.