

## SCHOOL DISTRICT OF SARASOTA COUNTY

### JOB DESCRIPTION

#### **[VIDEOGRAPHER/EDITOR] SENIOR VIDEOGRAPHER/EDITOR**

**SALARY SCHEDULE:** [SSP12] SSP14

**COST CENTER:** COMMUNICATIONS AND COMMUNITY RELATIONS DEPARTMENT (9075)

#### **QUALIFICATIONS:**

- Bachelor's degree from an accredited educational institution in Broadcast Communications industry, Film Production or a related major; and/or
- Minimum of four (4) years of experience in video production, TV News experience, or equivalent experience in video marketing preferred with at least three (3) years of experience using non-linear editing software.
- Satisfactory completion of advanced work in video or film production at a technical school or community college.

#### **KNOWLEDGE, SKILLS AND ABILITIES:**

- Self-starting videographer/editor capable of shooting, editing and producing [spots] video for promotional marketing, presentations, and multi-camera events
- Ability to multitask and prioritize multiple needs simultaneously
- [Proficient in shooting, editing and producing creative videos, marketing promos, presentations and multi-cam shoots]
- [TV news photography] Electronic News Gathering and/or Electronic Field Production experience a plus
- Ability to capture video and still photo content, displaying an aesthetic understanding of both platforms.
- Knowledge of audio capture technologies for both field and studio environments
- Familiarity with handling, logging, and organizing media assets
- Graphic design and/or motion graphics experience a plus
- Proficient in editing software such as: Adobe CS (Premiere, After Effects, Photoshop), [and/or] Final Cut X, and /or Davinci Resolve
- Must have a valid driver's license with good driving record
- Daily travel required to schools and district sites
- Experience uploading video to web content management tools and dashboards
- Proficient in using both Apple and PC operating systems
- Must be organized, detail-oriented creative thinker with a strong work ethic
- Must be able to work in a fast-paced environment, maintain a content calendar and meet deadlines
- Strong collaborator who recognizes the value of team success
- Knowledge of current copyright laws for cable broadcasting, internet and music licensing a plus
- Ability to plan, analyze, organize and prioritize activities to follow written and oral instructions
- Ability to effectively communicate orally and in writing and foster positive business relationships in a professional work environment
- Basic knowledge of broadcast programming and scheduling a plus
- Must be committed to growth and development, learning and demonstrating new skills in all of the above categories

#### **REPORTS TO:**

[Specialist, Online Communications] Manager,  
Broadcast and Production

**[VIDEOGRAPHER/EDITOR] SENIOR PRODUCER/EDITOR (Continued)**

**JOB OBJECTIVE:**

Primarily produce short to long impactful, brand-consistent narrative video content daily for the Sarasota County School District/K-12 school websites, social media and other platforms in a fast-paced creative solutions driven team. [Video content should remain consistent with the brand and audience relevant]. [Secondarily assist with the broadcast of school board meetings, workshops and the basic troubleshooting of production/broadcast equipment.] Secondarily assist with media support for live events, and maintaining an efficient, competent media production environment.

**SUPERVISES:**

N/A

**PERFORMANCE RESPONSIBILITIES:**

- [Produce creative and impactful video spots for district departments/schools, covering special events.] Produce creative and impactful video communications for district departments/schools, covering regular meetings and events, district operations and special events.
- Ideate, script, shoot, edit [and create] original videos, instructional videos, and graphics for programming on media platforms and websites including events and activities of the District as directed.
- Shoot and process still photos as requested
- Coordinate personal and team calendars for capture and delivery of content. Provide production status updates on the content calendar to the supervisor at minimum on a weekly basis.
- Coordinate with management to assist with maintenance of Studio production schedule.
- Upload, cull, and document captured media assets in digital media asset software.
- Assist with delivery, scheduling and presentation of media on all platforms
- Assist with the production of School Board meetings and functions as needed as well as the live broadcast of School Board meetings and workshops.
- Foster positive collaborative business relationships with colleagues and vendors in a professional work environment.
- Participate in department meetings, workshops, training and district sessions as required.
- Model and maintain high ethical standards.
- Keep supervisor informed of potential problems or unusual events.
- Follow attendance, punctuality and proper dress rules.
- Maintain confidentiality regarding school matters.
- Practice for a safe and secure workplace.
- Prepare all required reports and maintain all appropriate records.
- Follow all School Board policies, rules and regulations.
- Have sustained focus and attention to detail for extended periods of time.
- Perform other incidental tasks consistent with the goals and objectives of this position.
- Coordinate with management to outline skills development opportunities on a yearly basis

**PHYSICAL REQUIREMENTS:**

Medium Work: Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently and/or up to 10 pounds of force as needed to move objects.

**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 those established by the District.

**EVALUATION:**

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