

# TV Digital Content Producer

## Position Details

Class Code: 4875

Job Family: Broadcast/Communications

Classification: Support Professional

Terms of Employment: [Pay Grade 53 on the Support Professional Salary Schedule](#)

FLSA STATUS: NON-EXEMPT

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## Position Summary

Under general supervision, develops, writes, and produces digital platform multimedia content for educational and public interest digital/television broadcasts.

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## Essential Duties and Responsibilities

This list of Essential Duties and Responsibilities is not exhaustive and may be supplemented.

1. Produces content for digital/online mediums. Creates digital media such as videos, podcasts, and GIFS, to develop unique online experiences that can stand alone as original web content or function as discrete extensions of Vegas PBS broadcasts.
2. Operates various Clark County School District vehicles.
3. Plans/directs how content will be found through searches and hashtags.
4. Organizes the release of content on social platforms before, during, and after broadcasts.
5. Edits/posts relevant producer materials onto the website or social media platforms.
6. Utilizes digital/social platforms to produce and deliver live updates.
7. Updates social media platforms throughout the day.
8. Collaborates with production, content, and communications staff to reflect/maintain Vegas PBS branding standards.

9. Coordinates with PBS services and other public media sources to curate shared content and ensure digital platforms' functionality, as needed.
  10. Creates web-based content from digital assets/materials gathered by production/station staff; ensures all material is cleared for multi-platform distribution.
  11. Helps to manage comments and discussion posts as needed.
  12. Researches and stays informed of current digital media trends, technologies, and best practices. Regularly shares knowledge with colleagues.
  13. Ensures that program content complies with District, state, and federal laws, policies, and regulations, Federal Communications Commission (FCC) noncommercial broadcast standards, and Public Broadcasting Service (PBS) guidelines.
  14. Conforms to safety standards, as prescribed.
  15. Performs other tasks related to the position, as assigned.
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## **Distinguishing Characteristics**

Creates, writes, and produces digital programs for Vegas PBS across many platforms. Ensures that all content meets journalistic integrity standards and PBS production quality specifications.

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## **Knowledge, Skills, and Abilities (Position Expectations)**

1. Embraces, actively supports, and develops the corporate culture of teamwork, diversity, integrity, inclusion, excellence, and service.
2. Knowledge of basic computer software applications.
3. Knowledge of television production activities, techniques, audio, and broadcast equipment.
4. Ability to write original education materials/scripts for digital production.
5. Ability to edit scripts.
6. Ability to plan, organize, and prioritize work.
7. Ability to concentrate on the accuracy of details.
8. Ability to work flexible hours or shifts.
9. Ability to safely relocate heavy objects.
10. Ability to accurately interpret, explain, and apply written/verbal instructions.
11. Ability to communicate clearly, both verbally and in writing.
12. Ability to work cooperatively with employees, other agencies, and the public.

13. Ability to recognize/report hazards and apply safe work methods.
  14. Commitment to journalistic standards of ethics/accuracy, including AP style writing and attention to grammar.
  15. Expert understanding of Facebook, Twitter, and emerging social media platforms.
  16. Possess physical and mental stamina commensurate with the responsibilities of the position.
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## **Position Requirements**

### **Education, Training, and Experience**

1. High school graduation or other equivalent (i.e., General Educational Development (GED), foreign equivalency, etc.)
2. Five (5) years' experience in television production; or, Bachelor's degree from an accredited college/university in television production, film production, communications, or journalism; plus one (1) year of experience in television production.

### **Licenses and Certifications**

1. A valid driver's license that allows the applicant/employee to legally operate a motor vehicle in Nevada. License must be maintained for the duration of the assignment.
2. Copy of current driving history (dated within six (6) months from the date printed) issued by the Department of Motor Vehicles (DMV), at the time of application or Qualified Selection Pool (QSP) placement and at the time of interview prior to final selection.
3. Safe driving record, which must be maintained for the duration of the assignment.

### **Preferred Qualifications**

Previous experience as a digital writer, editor, or producer.

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## **Document(s) Required at Time of Application**

1. High school transcripts or other equivalent (i.e., GED, foreign equivalency, etc.)
2. Transcript(s) from an accredited college/university, if applicable.
3. Copy of a valid driver's license that allows the applicant/employee to legally operate a motor vehicle in Nevada.

4. Copy of current driving history (dated within six (6) months from date printed) issued by the DMV. Must have a safe driving record.
  5. Specific documented evidence of training and experience to satisfy qualifications.
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## **Examples of Assigned Work Areas**

TV studio and various on-location sites (i.e., natural settings, etc.)

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## **Work Environment**

### **Strength**

Light - exert force up to 20 lbs., occasionally; 10 lbs., frequently; negligible force constantly.

### **Physical Demand**

Frequent reaching and handling. Occasional repetitive fine motor activities. Constant talking and hearing. Hearing and speech to communicate in person, via video conference and computers, or over the telephone. Mobility to work in a typical office setting and use standard office equipment. Stamina to remain seated and maintain concentration for an extended period of time. Vision: frequent near and far acuity, occasional depth perception, focal length change, color vision and peripheral vision. Vision to read printed and online materials, a Video Display Terminal (VDT) screen, or other monitoring devices.

### **Environmental Conditions**

Varies from climate-controlled office settings to work outdoors in varied weather. Moderate noise intensity levels.

### **Hazards**

Furniture, playground/office equipment, communicable diseases, chemicals and fumes (as related to specific assignment), and power/hand-operated equipment and machinery (as related to specific assignment.)

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## Examples of Equipment/Supplies Used to Perform Tasks

District-issued/personal vehicles, television camera, lighting equipment, audio equipment, personal computers, videotaping/editing systems, video production switcher, video character generators, etc.

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### AA/EOE Statement

The Clark County School District is proud to be an equal opportunity employer. The Clark County School District is committed to providing all applicants and employees equal employment opportunities without regard to race, color, religion, sex, gender identity or expression, sexual orientation, national origin, genetics, disability, age, military status, or other characteristics protected by applicable law. Here at Clark County School District, we are a diverse group of people who honor the differences that drive innovative solutions to meet the needs of our students and employees. We believe that through a culture of inclusivity, we have the power to reflect the community we serve.

### Job Revision Information

- Revised: 07/18/23
- Created: 01/14/22