

## **PARSIPPANY-TROY HILLS TOWNSHIP SCHOOLS**

### **JOB DESCRIPTION**

**TITLE:** VIDEO-ON-THE-GO PRODUCER AND DIRECTOR

**REPORTS TO:** Superintendent of Schools

**QUALIFICATIONS:** BA Degree  
Excellent organizational and communication skills  
Understanding of all components of television production, including scheduling and producing studio and off-site programming, shooting, editing, and narrating programs for the district's cable television station(s)  
Ability to develop programs to highlight district activities  
Required criminal background check and proof of US citizenship or legal resident alien status

**JOB GOAL:** To organize, schedule and direct programming of Video-On-The-Go within the function of the school district's public information and instructional objectives consistent with applicable cable access agreements.

#### **PERFORMANCE RESPONSIBILITIES:**

1. Serves as cable company, governmental, and community liaison for broadcast television programming.
2. Develops weekly air schedules for submittal to cable company, arranges for timely delivery of programming to cable company, and posts schedules on VOTG website.
3. Develops and manages VOTG budget under the direction of the Superintendent of Schools.
4. Meets with the Superintendent to review program requests, air schedules, production schedules, budgetary needs, and maintenance and repair issues.
5. Schedules VOTG staff and crew.
6. Records all duplication requests, and deposits all duplication fees in accordance with district procedures.
7. Maintains production paperwork such as releases, program applications and duplication request forms.
8. Oversees all aspects of production.
9. Generates program ideas and contacts talent
10. Assists teachers in developing student generated programming that develops communication skills through medium of video.
11. Determines technical needs and equipment for location shoots.
12. Instructs and demonstrates to the crew the proper set-up, use and care of VOTG equipment.
13. Coordinates and directs all aspects of production and postproduction activities.

Video-on-The Go Producer and Director (continued)

14. Produces promotional videos and Public Service Announcements in conjunction with the Township and School District's upcoming events.
15. Designs and maintains the VOTG technology infrastructure.
16. Upgrades and installs equipment as necessary.
17. Maintains VOTG equipment and ensures proper calibration and use of VOTG equipment.
18. Acquires new programming.
19. Monitors programming requests for inappropriate content and quality.
20. Performs such other duties as may from time-to-time be required

Adopted: 1/07/04

Approved: 5/12/09

Revised: 9/24/09

JD/Media Services