

SANTA CLARA COUNTY OFFICE OF EDUCATION

CLASS TITLE: DIGITAL MEDIA OPERATIONS COORDINATOR

BASIC FUNCTION:

Under the direction of an assigned manager, coordinate, maintain and operate the Studio and Master Control Room for live and recorded programming; coordinate and operate remote on location productions; produce, record, shoot, edit programming; coordinate playback of programming over SCCOE distribution channels including VOD, live web streaming and broadcast TV; maintain media streaming servers and encoders and related network media storage and control servers; assure compliance with applicable FCC rules and regulations.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Coordinate communications and information to assure smooth implementation of digital media programming and other related instructional programs; assure programs and activities are implemented appropriately in school locations and instructional settings; monitor programs for compliance with standards, policies, procedures, rules and regulations.

Operate television and control room equipment including videocassette records, cameras, and video editing equipment; monitor and maintain television control room equipment while on the air to assure equipment is functioning properly.

Provide consultation to personnel concerning assigned digital media and other assigned instructional programs and related functions; provide advice on what to shoot and how to shoot new programs; respond to inquiries and provide detailed and technical information concerning related standards, requirements, practices and procedures.

Set up and maintain studio equipment and lighting; consult with organizers regarding the design and appropriate set up for equipment and lights; organize and check equipment for proper operation.

Serve as video editor and media encoder; perform edit decisions and graphics creation using non-linear computer based editing machine; duplicate video, audio and other media from master tapes and cassettes to DVD; maintain records of transactions.

Coordinate and technically direct live, live-to-tape and webcast events; utilize production switchers and media encoders for events in buildings or on locations; monitor broadcast feed over Educational Broadband Service and internal SCCOE cable system; watch monitors and test signal, picture and audio level and make appropriate adjustments as necessary.

Work with appropriate internal and external partners in developing and maintaining SCCOE distribution channels, including but not limited to network connections, network attached storage (NAS), encoders, streaming servers, fiber, and wireless networks.

Coordinate and prepare for video conference and webcast set up; coordinate with organizers of event, communicate information, set up and assure equipment is in working order.

Maintain current knowledge of technical aspects of the field of specialty; research, evaluate, and recommend new broadcast and operations software, equipment; attend seminars, trade shows and consult with vendors; install and maintain new equipment into control room upon acquisition. Review operations procedures and make changes as necessary; meet with department staff to assess improvements to operations.

Operate a variety of office equipment including a computer and assigned software; drive a vehicle to conduct work; utilize a variety of audio-visual equipment.

Attend and participate in a variety of meetings; make presentations to a variety of personnel and organizations concerning assigned instructional programs as required.

Develop and prepare website content, special projects and broadcast schedules as assigned by the position; arrange digital media programming as directed.

OTHER DUTIES: Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Television control room operations, audio-visual and video equipment operations and maintenance.

Current and emerging television and internet production procedures, practices, methods, techniques and terminology.

Broadcast, web and mobile streaming media standards, codecs and media delivery integration.

Operation of professional television production equipment, audio-visual equipment and other related equipment or software used in video editing and production.

Tapeless media workflow, storage, backup and asset management.

Applicable FCC rules and regulations.

Standards, requirements and procedures of assigned digital media programs.

Educational Broadband Service operations including satellite downlinks and receive sites.

Analog and digital electronic theory and applications.

Policies, rules and regulations of instructional learning programs and services.

Copyright issues pertaining to broadcast, cable and duplication rights.

Local and State guidelines and requirements concerning instructional media programs.

Practices and procedures involved in the development and implementation of in-services, workshops and other training activities.

Oral and written communication skills. Record-keeping and report preparation techniques.

Interpersonal skills using tact, patience and courtesy.

Desktop or mobile computer operation and related peripheral equipment and software applications including database management, word processing and spreadsheet.

Technical aspects of field of specialty.

ABILITY TO:

Coordinate communications and information to assure smooth implementation of a variety of assigned digital media programs.

Coordinate pre-production to post-production activities to ensure proper delivery of products, including digital delivery, DVD, web or broadcast television.

Provide technical assistance to personnel, teachers and other individuals regarding program activities and details.

Coordinate, develop and implement in-services, workshops and other training activities.

Evaluate and recommend modifications to programs to meet administration, staff, and student needs.

Interpret, apply and explain rules, regulations, policies and procedures.

Analyze situations accurately and adopt an effective course of action.

Communicate effectively both orally and in writing.

Establish and maintain cooperative and effective working relationships with others.

Meet schedules and time lines.

Plan and organize work.

Maintain records and prepare reports.

Operate a computer and assigned software.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: Associate's degree in television, media, communications or related field and three years increasingly responsible experience working in a digital media environment.

LICENSES AND OTHER REQUIREMENTS:

Valid California State driver's license.

WORKING CONDITIONS:

ENVIRONMENT:

Indoor work environment.

Occasionally exposed to outside weather conditions.

Driving a vehicle to conduct work.

Moderate noise level.

PHYSICAL DEMANDS:

Dexterity of hands and fingers to operate a computer keyboard.

Seeing to read a variety of materials.

Sitting or standing for extended periods of time.

Hearing and speaking to exchange information.

Bending at the waist, kneeling or crouching.

Lifting, carrying, pushing or pulling heavy objects.

Reaching overhead, horizontally and above shoulder to install cables and wires.

Climbing ladders.

Personnel Commission Approval: January 8, 2014; Revised Approval: November 18, 2015



Kristin Olson
Director-Classified Personnel Services

Date: 11/18/2015