PLANO INDEPENDENT SCHOOL DISTRICT  
Job Description

Job Title: Video Production Specialist          Wage/Hour Status: Exempt
Reports To: Director of Creative Media         Pay Grade: 824
Dept./School: Communications                    Date Revised: 01/08/20

Primary Purpose:
Produce high-quality video content for internal and external audiences to support district initiatives, programs, curriculum and events.

Qualifications:

Education/Certification:
Bachelor's degree in video/film production, digital media, communications or related field; equivalent experience may be considered

Special Knowledge/Skills:
Exceptional storyteller, videographer and editor with the ability to take a video project from conception to completion with skill and expertise
Thorough knowledge of video production cinematography, lighting, audio recording, editing and color correction techniques
Expertise of video and film production equipment
Advanced knowledge of Adobe Premiere and After Effects; familiarity with other Adobe Creative Suite applications
Ability to expertly capture and create documentary, narrative and live event videos
Ability to provide technical expertise on current equipment and best practices in video production
Still photography experience is a plus
Conceptual, creative thinker; self-starter; detail-oriented
Effective organizational, communication and interpersonal skills

Experience:
At least five years of video, film or television production in a broadcast, corporate or education setting, of which includes hands-on experience with video and film production equipment

Major Responsibilities and Duties:
Job Title: Video Production Specialist

Conceive, develop and produce high quality informational, feature and promotional videos in order to share the Plano ISD story to engage stakeholders via various district communication channels including the website, social media, meetings and special events

Perform all aspects of video production, including recording, editing, lighting, sound, field and workplace production, writing, storyboarding, scheduling, reserving filming locations and pre- and post-production

Provide on-site video services to document district events for internal and external audiences

Meet with various departments to discuss and determine production needs and requests

Manage multiple project timelines and meet deadlines

Follow all rules, regulations and policies of Plano ISD and follow directives from supervisor

Follow attendance policy as assigned by supervisor

Perform other functions that may be assigned by the administration and/or supervisor

Equipment Used:

HD video, drone and action cameras; Apple Mac Pro and Macbook Pro; microphones; LED and Tungsten lights; tripods and camera stabilizers; video switcher; telephone; copier and scanner

Working Conditions:

Mental Demands:
Maintain emotional control under tight time constraints and changes in video and event needs

Physical Demands/Environmental Factors:
Frequent district-wide travel; occasional prolonged and irregular hours; Frequent standing, stooping, bending, kneeling, pushing and pulling; prolonged use of computer and repetitive hand motions; occasional lifting of up to 50 pounds

Acknowledgement:

Any work related experience or additional education/training resulting in acceptable proficiency levels in the above required knowledge, skills, and abilities may be an acceptable substitute for the above specified education and experience requirements at the sole discretion of District Administration.

Approved By: W. Noel McBee, Compensation Coordinator Date: 01-08-20

The above statements are intended to describe the general purpose and responsibilities assigned to this job and are not intended to represent an exhaustive list of all responsibilities, duties, and skills that may be required. District administration and/or my supervisor has the right to add or change duties at any time. This job description supersedes all prior job descriptions for this position as well as rescinding all past and present job descriptions that do not reflect the current requirements of this position.

My signature below indicates I understand and acknowledge my job description.

Employee Signature: Date: