

PUEBLO SCHOOL DISTRICT 60
PROFESSIONAL JOB DESCRIPTION

It is essential that all employees of Pueblo School District 60 understand our mission is to provide a high-quality education that assures each student the knowledge, skills, and dispositions to lead a life of purpose and impact. Employees support the community and thrive in connecting with our students by embracing the core values of the district, which state:

- We believe that the success of every student is our most important commitment.
- We believe that collaboration and engagement with our community, parents, staff, and students are essential to our success.
- We believe that we must act with integrity, celebrate diversity, and promote equity.
- We believe that each individual must be treated with dignity and respect.
- We believe that the social and emotional well being of our students is as important as their academic needs.
- We believe that it is our responsibility to provide a safe, positive, and supportive environment for our students and staff
- We believe that our community heritage, traditions, and history should inform our response to future student and district needs.

As we embrace these values and consider their impact, we will achieve our vision of being a high performing school district that inspires community confidence. Each employee plays a part, and that contribution should bring us closer to helping each student achieve their dreams.

Job Title: Broadcasting Communications Coordinator
Prepared Date: 05/28/2024
Revised Date:
Work Year: 220 days
Department: Communications
Reports To: Communications and Social Media Supervisor
Salary Range: APT Salary Schedule
Benefits: Fringe Benefits based on Schedule C Benefits
Status: FLSA Status: Exempt

SUMMARY OF FUNCTIONS:

The primary responsibility of the Broadcasting Communications is to oversee the broadcasting communications program in Pueblo School District 60. To oversee and maintain the District's broadcasting in a manner consistent with District's priorities and deploy video based technologies to enhance student instruction and communication with stakeholders. This includes ensuring quality and content of all broadcasts meet the professional standards required by the District.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. The physical demands, work environment factors, and mental functions described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

REQUIRED:

- High School Diploma or equivalent

- Any combination of education, training, and/or experience equivalent to: AA Degree in Radio-television broadcast production or related field, and three (3) years of experience in broadcast video production as well as setup, breakdown, and maintenance of related equipment and software
- A minimum of three years of experience in broadcast video production to include content production as well as setup, breakdown, and maintenance of related equipment and/or software.
- Valid Colorado Driver's License
- Reliable Transportation
- Employee must complete a fingerprint-based criminal background check and must be cleared by the Office of Human Resources
- Must be able to communicate effectively in English, both orally and in writing, using proper grammar and vocabulary

PREFERRED:

- Bachelor's degree in education, Radio-television broadcast production, Communications, or related field.
- Valid Colorado CTE Authorization/License or eligible for Colorado CTE Authorization/License.
- Previous Secondary CTE Teaching Experience
- Valid Colorado Secondary license

SKILLS AND KNOWLEDGE:

- Knowledge of current video editing hardware and software
- Knowledge of current remote production techniques and equipment
- Knowledge of setup, operation, and maintenance of modern broadcast video production and editing equipment and software.
- Knowledge of production workflow development and procedures customary to broadcast television, content production, and computer-based video editing and basic computer networking technologies.
- Comprehension and ability to apply relevant state and federal regulations and licensing related to broadcast television in an educational environment.
- Demonstrated oral, written and public communications skills.
- Ability to work with diverse groups.
- Flexible work day and hours are required to accommodate client needs.
- Ability to work collaboratively and individually on assigned tasks
- Skilled in the use of technology and instructional media tools
- Exceptional verbal and written communication skills
- Demonstrates leadership, initiative, and student advocacy
- Demonstrate management, problem solving, and organizational skills
- Have excellent integrity and demonstrate good moral character and initiative
- Demonstrate ability of program planning and ability to establish and manage budgets

ESSENTIAL JOB DUTIES AND RESPONSIBILITIES:

The following statements of duties and responsibilities are intended to describe the general nature and level of work being performed by individuals assigned to this position. These statements are not intended to be an exhaustive list of all duties and responsibilities required of all personnel within this position. This organization believes that every individual makes a significant contribution to our success. That contribution should not be limited to assigned responsibilities. Therefore, this position description is designed to define primary duties, qualifications and job scope but should not limit the incumbent nor the organization to the work identified. It is our expectation that every employee will offer his/her services wherever and whenever necessary to ensure the success of the District's/department's goals. Actual duties, responsibilities, frequency, and percentages may vary depending upon building assignments and other factors.

- Work with D60 students and personnel to create events for broadcast.
- Work with D60 students and personnel to schedule events for broadcast (includes programming scheduling equipment).
- Work with D60 students and personnel to edit events for broadcast.
- Work with D60 CTE teachers to assist students with classroom/lab and on-air projects.
- Work with D60 students and personnel to create live broadcasts (includes sporting events, breaking stories, board meetings, etc.).
- Oversee students filming district events both during and after regular work hours as needed.
- Assist students edit and edit district events for broadcast.
- Complete special video projects for district personnel.
- Responsible for video and advertisement production for Dutch Clark Stadium Scoreboard with student assistance.
- Maintain CTE studio and equipment.
- Direct and facilitate broadcast programs as scheduled.
- Ability to consistently show for work as scheduled.
- Stay current with video production hardware and software.
- Stay current in emerging digital editing and production technologies.
- Manage production of D60 School Board meeting broadcast.
- Support production of other programming as required.
- Assist Communications Supervisor in developing and monitoring E-TV Budget
- Order equipment and supplies.
- Coordinate with district personnel to schedule remote filming of school activities, etc.
- Coordinate with Communications Director and Communications Supervisor as required for promotional videos or other district projects (program spotlights, HS graduations, internal and external messages, etc.).
- Schedule and facilitate school visits.
- Work with D60 personnel to plan strategically for future content and programming.
- Convert weekly program to appropriate file format to post to D60 website.
- Oversee broadcast student internship program.

NON-ESSENTIAL DUTIES:

- Perform any and all other duties as assigned by the Communications and Social Media

Supervisor

The physical demands, work environment factors, and mental functions described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

PHYSICAL DEMANDS:

While performing the duties of this job, the employee is required to stand; walk; sit; use hands and fingers to handle or feel. The work requires the use of telephone and using fingers to operate computer keyboards. The employee is continually hearing and speaking to exchange information. The employee is required to reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl.

In a 9-hour workday, this job requires:

R – Rarely (Less than .5 hr per day)

O – Occasionally (.5 – 2.5 hrs per day)

F – Frequently (2.5 – 6 hrs per day)

C – Continually (6 – 9 hrs per day)

NA – Not Applicable

Physical Requirements	NA	R	O	F	C
Sitting				X	
Stationary Standing				X	
Walking (level surface)			X		
Walking (uneven surface)			X		
Crawling		X			
Crouching (bend at knees)			X		
Stooping (bend at waist)			X		
Twisting (knees/waist/neck)			X		
Turn/Pivot			X		
Climbing (stairs)		X			
Climbing (ladder)		X			
Reaching overhead			X		
Reaching extension				X	
Repetitive use arms				X	
Repetitive use wrists				X	
Repetitive use hands grasping				X	
Repetitive use hands squeezing			X		
Fine manipulation					X
Using foot control	X				
*Pushing/Pulling Maximum weight: 75 lbs.			X		
Lifting Maximum weight: 75 lbs.			X		
Carrying Maximum weight: 75 lbs.			X		

WORKING CONDITIONS:

The noise level in the work environment is usually moderate. The work is regularly performed in a typical office environment. Occasionally exposed to hot or freezing temperatures when filming outdoor events.

