

MONTEREY COUNTY OFFICE OF EDUCATION

MEDIA CENTER LEAD

Classification: Classified
Salary Level: 44.5

DEFINITION:

Under the limited direction of the Director II, Media Center for Art, Education and Technology (MCAET), the Media Center Lead is responsible to direct and support the overall day-to-day operational activities of the MCAET Media Center which includes rich media production, broadcast television programming and transmission, facility use, and the operations of microwave transmission sites; coordinates programming, monitors audiovisual signals, provides large production remote and studio oversight, component level equipment repair, provides field support at transmission tower sites, and oversees Media Center website maintenance activities; provides leadership for production personnel.

SUPERVISOR:

Director II, MCAET

POSITIONS SUPERVISED:

None

QUALIFICATION REQUIREMENTS:

To perform a job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed in the job description are representative of the knowledge, skills and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties of the position.

MAJOR DUTIES AND RESPONSIBILITIES: The following is a list of duties that is representative of the position that includes but is not limited to:

- Provides supervision of MCAET activities and facilities from a daily operational perspective
- Provides technical and logistical oversight for all media center operations, including content creation, studio and field production, transmission, and programming.
- Serves as main Media Center Liaison with Technology and Information Services staff
- Provides tower facility operational oversight to ensure compliance with regulations, proper operation, and client satisfaction
- Provides oversight of media center infrastructure including grounds, lighting, vehicles, and computers.
- Monitors audiovisual signal levels to ensure proper transmission for television and radio
- Coordinates with programming staff to ensure broadcasting from the office to cable providers is functioning correctly
- Coordinates and manages large production efforts in studio and field
- Coordinates signal reception and delivery with broadcast partners
- Assures compliance for all maintenance and repair activities to ensure best service methodology
- Provides technical oversight and troubleshooting for Livestream and other web-based content including XML, RSS, and encoding formats
- Manages conversion of analog and digital content to HD format
- Conducts purchasing efforts for technical equipment, including microwave, software, and transmission equipment
- Ensures that MCAET website design and maintenance activities are effectively executed
- Provides troubleshooting and component level repair of studio and microwave equipment
- Provides design and implementation of technical infrastructure for Media Center operations
- Manages vendor relationships with respect to operational activities in conjunction with the Center's Director
- Provides leadership with operational level reports on Media Center performance including facility use, tower performance, broadcast and streaming performance, and other items as required

- Assists with field and studio productions as necessary, including oversight of intern, contractor, and part-time technician activities
- Assists with studio operations such as equipment setup, props, etc. as requested by the Studio Engineer
- Monitors school use of facilities and engages management as required to address requests, concerns, etc.
- Provides input into Media Center budget, timeline, and production development
- Complies with Monterey County Office of Education Board Policies, Superintendent Policies and Administrative Regulations.
- Performs other related duties as assigned

PHYSICAL AND MENTAL CHARACTERISTICS:

Physical, mental and emotional stamina to perform the duties and responsibilities of the position; manual dexterity sufficient to write, use the telephone and business machines; vision sufficient to read printed materials; hearing sufficient to conduct in-person and telephone conversations; speaking ability in an understandable voice with sufficient volume to be heard at normal conversational distance or on the telephone; physical mobility sufficient to move about the work environment (office and location) and drive an automobile; physical strength sufficient to lift 50 pounds and 100 pounds with assistance; ability to climb towers and work in a confined space; physical stamina sufficient to sit for prolonged periods of time; mental acuity to collect and interpret data, evaluate, reason and define problems, establish facts, draw valid conclusions, make valid judgments and decisions.

REQUIRED QUALIFICATIONS:

Education and Experience:

- Associate of Arts degree from an accredited institution in Television Production, Broadcasting, or a related field
- Minimum of two (2) years of post-secondary coursework in a related technical field
- Minimum of five (5) years of relevant work experience
- Minimum of two (2) years supervising television and broadcast facilities
- Any combination of post-secondary education, training and experience which has provided the applicant with the required knowledge and abilities to successfully perform job duties (e.g. demonstrated competence in the supervision, maintenance and operations of microwave towers and media center operations for producing and broadcasting television and streaming media productions)

Knowledge of:

- Technical details of video distribution and infrastructure
- Transmission technologies, regulations, practices and procedures for broadcast media
- Transmission monitoring hardware and software, including waveform analysis
- Operation of television, radio, studio and field productions
- Best practices and technologies for conversion of analog and digital signals to HD
- Project planning, budgeting, and team building applied to media center operations
- Television production procedures, practices, techniques, and terminology
- Television and studio component equipment operation and repair such as cameras, lighting, and audio
- Personal computing including productivity, transmission, and media production software
- Professional television production equipment operation including recorders, audio recording equipment, file compression, video switching, character generation, graphics manipulation, lighting, and post production equipment
- Design and development of reporting for operational purposes
- Broadcast television programming and theme creation practices.
- Radio, and television studio operations
- Pre-production and creative aspects of television and radio
- Development and tracking of key performance indicators for media center operations
- Facilities management and operations including scheduling, oversight, and maintenance
- Maintenance and troubleshooting of broadcast quality video production and post-production equipment
- Safety practices related to providing field support for microwave towers and video production

Skills and Abilities:

- Oversee all technical operations of media production including equipment, facilities, and personnel
- Explain various principles of broadcasting, streaming, and related programming to clients and students
- Design, install, configure and troubleshoot video distribution systems
- Lead quality assurance activities for all broadcast and streaming productions
- Operate and maintain a variety of analog and digital video and audio equipment
- Manage and monitor broadcast transmissions
- Perform waveform and other advanced analysis of transmissions to manage quality
- Develop and optimize workflow techniques to manage complex video projects effectively and efficiently
- Establish and maintain effective relationships with those contacted in the course of work
- Design, install, configure and troubleshoot broadcast related application software
- Lead quality assurance activities for all television and live-stream broadcasts
- Provide evaluation and recommendation for broadcast related hardware and software applications
- Provide leadership and support to broadcast, production, and transmission support staff
- Use tools and test equipment such as a wattmeter, service monitor, voltmeter, ohm meter, spectrum analyzer, and oscilloscope to troubleshoot, install, and repair communications equipment
- Check transmit power, receiver sensitivity, modulation, frequency, continuity, and DC/AC power of a variety of communications equipment
- Operate and maintain a variety of studio and field-based lighting equipment
- Work closely with management in long-term plans and strategies for broadcast services
- Instruct others in the use and care of broadcast technology and software
- Perform advanced maintenance and troubleshooting of broadcast hardware and software
- Work independently with limited supervision
- Exercise reasonable judgment in unusual circumstances
- Communicate in English, clearly and concisely, both orally and in writing
- Design and implement performance reports for driving media center improvements
- Safely and efficiently climb towers and provide maintenance and support on equipment
- Meet deadlines and manage multiple priorities
- Research and remain current on the developments and applications of state of the art media production technology
- Use a ticketing system for tracking time and services
- Assist with the development of media center budgets

Desirable Qualifications:

- Experience in public education

Licenses and Certifications:

- Possession of an appropriate California Driver's License and evidence of insurability.
- Has taken, or willing to complete, a tower climbing safety course within 6 months as provided by MCOE

(Revised 12-10-15)