

# MONTEREY COUNTY OFFICE OF EDUCATION

## PROGRAMMING ENGINEER

**Classification:** Classified  
**Salary Level:** 42

### **DEFINITION:**

Under the general direction of the Director II, Media Center for Art, Education and Technology (MCAET), the Programming Engineer is responsible for ensuring all Media Center for Art, Education, and Technology (MCAET) media communications are properly encoded, scheduled, licensed, and otherwise coordinated for 24/7 broadcast television, streaming, and social media use; responsible for MCAET and Public, Education, and Government (PEG) clients; selects, plans, and implements third party content to augment original content for broadcast and streaming purposes; oversees all programming duplication, archiving, and redistribution through various mediums; ensures proper satellite down/up linking; attends to network feeds; and ensures MCAET conforms to all applicable copyright and intellectual property laws across all mediums; manages the Media Center website, including streaming content.

### **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:

- Develops and maintains programming master calendar and related video distribution system(s) for a six month time horizon
- Researches and selects third party content, including public service announcements, to augment original content produced by MCAET for broadcast and streaming partners
- Develops programmatic themes for broadcast and streaming and coordinates original and third party content around said themes
- Coordinates all cable programming over the air 38 (1,2,3,4) and a planned digital radio transmission
- Works collaboratively with other MCAET staff to develop original content for broadcast and streaming applications
- Coordinates all work with public access, education, and government (PEG) partners including the production of live events
- Develops and manages the Master Calendar for programming and related video distribution system(s)
- Captures, encodes, and performs post-production graphics work for city government meeting broadcasts
- Prepares third party content for broadcast and streaming by acquiring, processing, editing, and encoding as necessary
- Oversees the development and implementation of the MCAET website, including inclusion of streaming content
- Leads recurrent meetings with MCAET content partners
- Leads efforts to develop and sustain MCAET related web and social platform environments
- Develops various reports concerned with content programming, licensing, and consumption
- Ensures compliance with applicable copyright and intellectual property right laws
- Stays current with all innovations in broadcast content equipment and applications in order to sustain

MCAET's media mission

- Leads and coordinates activities of Media Center interns
- Assists in the development of programming budgets, timelines, and projects
- 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; 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 Programming or other related discipline supplemented by two (2) years of technical training.
- Minimum of four (4) years of relevant work experience
- 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 gathering, acquiring, scheduling, preparing, and broadcasting of television and streaming content and web editing and video encoding)

#### **Knowledge of:**

- Content selection and preparation processes such as acquiring, preparing and developing content for television and streaming purposes
- Pre-production processes such as project planning, budgeting, and team building
- Broadcast television programming and theme creation, practices, techniques, and terminology
- Principles of analog and digital video capture, encoding and transmission
- Public access, education, and government (PEG) broadcast rights and responsibilities
- Copyright and other intellectual property issues as they pertain to broadcast television and streaming media
- Programming best practices pertaining to broadcast television scheduling and content theme creation
- Video editing using applications including but not limited to Final Cut Studio, AVID, and Adobe Creative Suite video editing software
- Maintenance and troubleshooting of broadcast quality video production and post-production equipment
- Troubleshoot and diagnose video distribution, broadcast, and streaming technologies
- Digital video algorithms

#### **Skills and Abilities:**

- Operate and maintain a variety of analog and digital video editing equipment
- Work with other technical and non-technical staff to organize and implement programming of MCAET media for broadcast and streaming purposes
- Work with content partners to collaborate, access, and select quality programming
- Adapt programming to fit needs of clients and target audience
- Explain various principles of broadcasting, streaming, and related programming to clients and students
- Develop and optimize workflow techniques to manage complex programming efforts effectively and efficiently
- Develop and produce reports for various audiences
- Establish and maintain effective relationships with those contacted in the course of work
- Lead quality assurance activities for all broadcast and streaming productions
- Provide evaluation and recommendation for broadcast related hardware and software applications

- Work both independently and function effectively within a team setting while demonstrating leadership qualities
- Work closely with management in long-term plans and strategies for programming and original content development
- Instruct others in the use and care of programming technology and software
- Perform advanced maintenance and troubleshooting of production hardware and software
- Use a ticketing system for tracking time and services
- Exercise reasonable judgment in unusual circumstances
- Communicate in English, clearly and concisely, both orally and in writing
- Meet deadlines and manage multiple priorities
- Research and remain current on the developments and applications of state of the art media broadcast technology

**Desirable Qualifications:**

- Bachelor of Arts degree in a related field
- Experience in public education

**Licenses and Certifications:**

- Possession of an appropriate California Driver's License and evidence of insurability.

(Revised 12-10-15)