



<b>Position Title:</b>	Television Writer/Producer	<b>Job Code:</b>	0711
<b>Reports To:</b>	Media Relations Director	<b>Job Group:</b>	PENC
<b>Department:</b>	Division of College Communications	<b>Salary Grade:</b>	14
<b>Prepared By/Date:</b>	Carol Flynn/01-2006	<b>FLSA Status:</b>	Exempt
<b>Approved By/Date:</b>	Juan Mendieta/02-2006		
<b>Revised:</b>	Jennifer C. Brito/05-22-2009		

**Summary:**

The Television Writer/Producer plans and executes television program content and other reports for the college.

**Essential Duties and Responsibilities:**

- Discusses media production needs with clients to determine program content and structure; researches and writes program scripts.
- Develops themes and content for college news television programs.
- Writes and prepares broadcast spot (ad) scripts, public service announcements, news scripts and any other copy that advances the college's mission for television programming.
- Prepares written columns, news articles, news releases and photo captions for television programming.
- Maintains records reflecting operational activities, costs of services and inventory of productions.
- Performs other related duties as assigned.

**Knowledge, Skills and Abilities:**

- Knowledge and understanding of College organization, goals and objectives, and policies and procedures.
- Knowledge and commitment to the college mission.
- Knowledge of current technological developments/ trends in area of expertise.
- Outstanding communications skills, verbal and written. Superior knowledge of grammar, style, collegiate terminology.
- Strong interpersonal skills and the ability to effectively communicate with a wide range of individuals and constituencies in a diverse community.
- Ability to write reports, business correspondence, and procedure manuals.
- Ability to effectively present information and respond to questions from top management, groups of managers, clients, customers, and the general public.
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents.
- Ability to work with user communities of diverse backgrounds and skill levels.
- Ability to work in a multi-ethnic and multi-cultural environment.

**Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

While performing the duties of this job, the noise level in the work environment is usually quiet.

**Physical Demands:**

The physical demands described here 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.

While performing the duties of this job, the employee is frequently required to stand and reach with hands and arms. The employee is regularly required to use hands to finger, handle, or feel objects, tools, or controls; and talk or hear. The employee is occasionally required to reach with hands and arms; climb or balance and stoop.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

**Essential Personnel:**

Non-essential

**Minimum Requirements:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

- Bachelor's degree (BA or BS) from an accredited college/university in a related field of study and five (5) years of directly related experience with media projects which may include: supervising the production, scheduling, contracting professional services, directing location shooting, sound recording, editing and various other related technical duties.
- Must possess proficiency in Microsoft office Suite.

**ACKNOWLEDGEMENT**

I have read and acknowledge receipt of a copy of my job description.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name