

ON-AIR PROMOTIONS PRODUCER

DEFINITION

Develops television promotional program content (promos) from conception to completion for KLCS, the District's television station, and acts as liaison between KLCS and contractors to obtain promotional and graphic material.

TYPICAL DUTIES

Designs promotional program material using technical equipment, such as an Avid Xpress editing system and related software, such as Boris FX, Ice FX, and various other software plug-ins.
Researches, writes, produces, and edits interstitial promotional material for special events and original and special programming.
Writes, produces, and edits Public Service Announcements.
Interviews, conducts auditions, selects and hires, and rehearses talent for on-air roles.
Schedules and directs "voice-overs" and "over-the-credits" rolls.
Reviews, selects, and repackages broadcast materials obtained from PBS (Public Broadcasting Station) to promote KLCS.
Researches related industry software and hardware and makes recommendations.
Recommends long-range plans and strategies to support the television station's on-air missions and goals.
Recommends procedures and equipment to improve the effectiveness of on-air promotions.
Reviews traffic logs to ensure that on-air promotions are correctly positioned to maximize their effectiveness.
Assists administrators in establishing on-air promotion priorities.
Maintains promotions inventory such as stock footage and a music/sound effects library.
Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

A On-Air Promotions Producer conducts research, writes, and produces television advertisements that promote KLCS.

A Television Producer-Director conducts research, writes, produces, and directs television specials or series for taped or live presentation.

A Television Marketing Associate promotes, markets, and maintains accounts of television programs and related projects used to raise revenues for KLCS.

SUPERVISION

General supervision is received from the Director of Programming and Operations. Technical direction is given to talent and technical crews as assigned to specific projects.

CLASS QUALIFICATIONS

Knowledge of:

- Capability and uses of television broadcasting for community educational and instructional purposes
- Promotional techniques and practices as applied to public and educational television
- Production and post production station operations
- Program trends
- Editing systems and related software, particularly Avid Xpress, Boris FX and Ice FX
- Aesthetics and appropriateness of interstitial program material
- Word processing and database software

Ability to:

- Translate mission and goals into a visual representation
- Conduct research
- Interview and select talent
- Prioritize and meet stringent deadlines
- Demonstrate strong writing skills
- Communicate effectively and creatively in oral and written English
- Work effectively with District personnel and others
- Work independently on multiple projects

ENTRANCE QUALIFICATIONS

Education:

Graduation from a recognized college or university with a major in advertising, communications, marketing, or a related field. Experience beyond that required may substitute for the required education on a year-for-year basis.

Experience:

Three years of experience in producing promotional material for television and managing production crews/shoots; or three years of experience as a television editor, with at least one year of experience editing promotional materials.

Special:

- Use of an automobile.
- A valid California Driver License.

This class description is not a complete statement of essential functions, responsibilities or requirements. Requirements are representative of the minimum level of knowledge, skill and/or abilities. Management retains the discretion to add or to change typical duties of a position at any time.

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01-22-25
Transportation
Language Only