

**SCHOOL DISTRICT OF SARASOTA COUNTY****JOB DESCRIPTION****SYSTEMS ADMINISTRATOR III – BROADCAST OPERATIONS**

**SALARY SCHEDULE: SSP - 16**

**COST CENTER: DEPARTMENT OF COMMUNICATIONS (9075)**

**QUALIFICATIONS:**

- Bachelor's Degree from an accredited institution in Mass Communications, Film Production, Television/Broadcasting, Information Technology, or related field; or equivalent combination of education and relevant experience.
- Minimum of three (3) years of professional experience in broadcast operations, video production, streaming media, or digital communications.
- Minimum of two (2) years of experience leading projects, teams, or operational workflows in a broadcast or production environment.
- Demonstrated experience supporting live broadcast environments with tight deadlines and high visibility.
- Working knowledge of digital communications strategies and multi-platform content distribution.

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Knowledge of broadcast operations, television production, streaming media systems, studio and remote production workflows, and digital communications platforms.
- Knowledge of production scheduling, content distribution, and multi-platform communications strategies.
- Ability to coordinate all phases of production, including pre-production, live production, and post-production workflows. Strong technical troubleshooting skills in high-pressure, live environments.
- Ability to plan, organize, and prioritize multiple projects simultaneously. Ability to communicate effectively, both orally and in writing, with technical and non-technical stakeholders.
- Ability to respond to technical issues outside of standard working hours as needed. Knowledge of School Board policies, procedures, and compliance requirements related to public meetings and broadcast communications.

**REPORTS TO:**

Director of Communications

**JOB OBJECTIVE:**

To provide advanced technical leadership, operational support, and strategic coordination for the district's broadcast, streaming, and production systems, ensuring high-quality, reliable communications that support School Board operations, district initiatives, and community engagement.

**SUPERVISES:**

N/A (May provide technical leadership and guidance to assigned staff, vendors, and production teams)

**PERFORMANCE RESPONSIBILITIES:**

- Coordinate and maintain daily operations of the district's 24-hour government/education cable channel to ensure consistent and reliable public information delivery
- Lead broadcast programming, playback systems, and content distribution workflows
- Support production staff including training and profession development.

## **SYSTEM ADMINISTRATOR III – BROADCAST OPERATIONS (Continued)**

- Lead and support studio production environments, including cameras, lighting, audio systems, and switching/production control systems.
- Serve as the Director/Producer on original productions including the broadcast of School Board Meetings, Town Halls, and others engagements as assigned.
- Conceptualize and produce video & audio productions as assigned
- Perform video redaction and post-production editing in support of public records requests and district confidentiality requirements
- Prepare surveillance and incident-related video footage for public release through the application of visual masking, motion tracking, blurring, highlighting, and other editing techniques designed to protect student privacy and maintain anonymity of uninvolved individuals
- Supports and deploys remote production systems, including mobile broadcasting and on-location streaming capabilities.
- Facilitate the school district's production studio, including assessing and implementing rentals
- Facilitate the technical operation of broadcast and streaming systems across cable, web, and digital platforms.
- Assists in the planning, coordination, and execution of production logistics, including scheduling, equipment setup, and crew coordination.
- Maintains and manages production, studio, streaming, and broadcast equipment inventory including setting and tracking budgets.
- Works with third-party vendors and service providers for equipment, services, and licensed content.
- Ensures compliance with all applicable broadcast regulations, including accessibility requirements such as closed captioning.
- Monitors system performance and resolves technical issues in real time during live productions.
- Researches and evaluates emerging technologies and platforms to enhance district broadcast and digital communication capabilities.
- Collaborates with IT and Communications teams to ensure integration and reliability of systems supporting production and distribution.
- Demonstrates initiative in the performance of assigned responsibilities.
- Provides for a safe and secure work environment.
- Models and maintains high ethical standards.
- Follows attendance, punctuality, and proper dress rules.
- Maintains confidentiality regarding school and district matters.
- Maintains positive relationships with staff, vendors, and community partners.
- Communicates effectively with staff and stakeholders.
- Keeps supervisor informed of potential issues or unusual events.
- Responds to inquiries and concerns in a timely manner.
- Prepares required reports and maintains appropriate records.
- Follows all School Board and departmental policies and procedures.
- Demonstrates strong interpersonal skills as an effective team member.
- Supports the School District's goals and priorities.
- Maintains sustained focus and attention to detail, particularly during live and high-visibility productions.
- Performs other duties as assigned consistent with the goals of this position.

### **PHYSICAL REQUIREMENTS:**

Light Work: Exerting up to 50 pounds of force occasionally and/or up to 20 pounds of force frequently to move objects.

### **TERMS OF EMPLOYMENT:**

Salary and benefits shall be paid consistent with the District's approved compensation plan. Length of the work year and hours of employment shall be those established by the District.

**SYSTEM ADMINISTRATOR III – BROADCAST OPERATIONS (Continued)**

**EVALUATION:**

Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

**Job Description Supplement No. 01**