POSITION TITLE: Program Manager (Community Affairs & Communications)  
CONTRACT LENGTH: 12M  
DATE: 12/03/19  
DATE OF LAST REVISION: 12/03/19  
JOB CODE: AD0445  
PAY GRADE: 30  
FLSA EXEMPTION STATUS: E  
JOB FAMILY – Administration

JOB SUMMARY
Provides leadership, direction, and coordination for the district’s Community Affairs programming working directly with the Chief of Communications and General Manager of Multimedia. Writes, produces, directs, films, and edits community affairs, instructional, and informational broadcast and non-broadcast television programs. Responsible for coordinating and managing the studio operations and multimedia tools for HISD’s internal and external audiences.

MAJOR DUTIES & RESPONSIBILITIES

<table>
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<th>List most important duties first</th>
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<tr>
<td>1. Focuses on highlighting the district’s successful programs and initiatives by producing television shows, community affairs television programs, district promotional videos, and other multimedia content which features the Superintendent, administration, students, teachers, parents, and community members.</td>
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<td>2. Plans, researches, designs, and writes video programming of community engagement, social, financial, and instructional issues impacting HISD. Produces, organizes, and directs television production. Schedules all aspects of the production, ensuring program completion are on time and within budget.</td>
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<td>3. Provides project management and coordination for all aspects of television production from concept to finished product.</td>
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<td>4. Coordinates with HISD administrators, board members, teachers, students, parents and community leaders to evaluate, plan, and explain parameters of all the technical and logistical aspects of the production, as well as the final product.</td>
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<td>5. Conceives and formulates future educational and informational television programs while collaborating with multiple departments to meet HISD’s education and communication goals.</td>
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<td>6. Oversees all videography, editing, graphics and animation, using both analog and digital cameras and editing systems to assemble television productions. Conducts on camera and off camera interviews of subject matter experts contributing to the program.</td>
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<td>7. Leads the Community Affairs and instructional content generated in studio and on location.</td>
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<td>8. Works closely with elementary and secondary curriculum departments to produce instructional multimedia tools for schools.</td>
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<td>9. Oversees the HISD TV Channel operations, pre and post-productions, in-studio staff assignments in coordination with the General Manager, schedule projects in alignment with the district’s goals.</td>
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<td>10. Creates parent and community engaging content to be distributed on HISD TV and other multimedia platforms.</td>
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<td>11. Performs other job-related duties as assigned.</td>
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**EDUCATION**
Bachelor's Degree

**WORK EXPERIENCE**
5 to 7 years

**TYPE OF SKILL AND/OR REQUIRED LICENSING/CERTIFICATION**
Microsoft Office, Chancery
Office equipment (e.g., computer, copier)

**LEADERSHIP RESPONSIBILITIES**
Work Leadership. Regularly provides project management or team leadership to a group of two or more employees but does not have formal supervisory responsibility. Leading and directing is restricted to monitoring work and providing guidance on escalated issues. Most of work time is spent performing many of the same duties they are leading.

**WORK COMPLEXITY/INDEPENDENT JUDGMENT**
Work is substantially complex, varied and regularly requires the selection and application of technical and detailed guidelines. Independent judgment is required to identify, select, and apply the most appropriate methods as well as interpret precedent. Position regularly makes recommendations to management on areas of significance to the department. Supervision received typically consists of providing direction on the more complex projects and new job duties and priorities.

**BUDGET AUTHORITY**
No budget development activity is required.

**PROBLEM SOLVING**
Decisions are made on both routine and non-routine matters with some latitude but are still subject to approval. Job is occasionally expected to recommend new solutions to problems and improve existing methods or generate new ideas.

**IMPACT OF DECISIONS**
Decisions have moderate impact to the facility/department or division, causing increased satisfaction or dissatisfaction; producing efficiencies or delays; promoting or inhibiting personal intellectual or professional development; and/or contributing to financial gain or expense. Errors may be serious, usually not subject to direct verification or check, causing losses such as improper cost calculations, overpayment or improper utilization of labor, materials or equipment. Effect usually confined to the organization itself and is short term.

**COMMUNICATION/INTERACTIONS**
Collaborate and solve problems – works with others to resolve problems, clarify or interpret complex information/policies, and provide initial screening/negotiations without approval authority. Interactions are typically with customers, senior level professional staff, and managers.

**CUSTOMER RELATIONSHIPS**
Regularly assesses and diffuses complex, and escalated customer issues. Takes personal responsibility and accountability for solving systemic customer service problems. Regularly explores alternative and creative solutions to meeting the needs of the customer within HISD's policies and guidelines.

**WORKING/ENVIRONMENTAL CONDITIONS**
Work is normally performed in a typical interior work environment which does not subject the employee to any hazardous or unpleasant elements.
Ability to carry and/or lift less than 15 pounds.