



**Code: 0940**  
Family: Public Relations and Creative Arts  
Service: Administrative  
Group: Clerical, Accounting, and General Office  
Series: Audio-Visual

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## **CLASS TITLE: SENIOR PRODUCER/WRITER**

### **CHARACTERISTICS OF THE CLASS**

Under supervision, performs at the fully functional level, writing and producing feature stories and programs for the City's cable channels, and performs related duties as required

### **ESSENTIAL DUTIES**

- Researches program topics and gathers information from various sources to develop storylines and to obtain video shots and footage for use in programs
- Writes scripts and produces programs including feature stories, documentaries, news segments, educational programs, public service announcements, and programs that showcase the City
- Writes scripts for programs including spoken text for hosts or voice-overs and determines the corresponding images for inclusion in video shots
- Coordinates on-site videotaping of segments, scheduling program hosts or narrators, ensuring access to sites, and directing videographers during shoot
- Reviews video tapes taken during shoots for overall quality of audio and video footage
- Works with editors to edit videotapes and finalize the product, ensuring quality of content and overall consistency of taped segments
- Coordinates work assignments with videographers and editors
- Provides direction to less experienced producer/writer positions, as required
- May prepare production budgets and ensure that costs do not exceed budget

**NOTE:** *The list of essential duties is not intended to be inclusive; there may be other duties that are essential to particular positions within the class.*

### **MINIMUM QUALIFICATIONS**

#### **Education, Training, and Experience**

- Graduation from an accredited college or university with a Bachelor's Degree in Broadcasting, Television Production, Journalism, Communications, or a directly related field, plus by two years of work experience in the writing and production of video segments; or an equivalent combination of education, training and experience

#### **Licensure, Certification, or Other Qualifications**

- None

### **WORKING CONDITIONS**

- General office environment
- Television editing room environment

### **EQUIPMENT**

- Standard office equipment (e.g., telephone, printer, photocopier, fax machine, calculator)

- Computers and peripheral equipment (e.g., personal computer, computer terminals, hand-held computer, scanners)
- Cameras and related photography equipment (e.g., projectors, printers, film processors)
- Video cameras and related equipment (e.g., portable audio mixers, wireless microphones, lighting systems)
- Cassette tape equipment (e.g., duplication, rewinder, player, recorder, eraser)
- Digital editing equipment (e.g., playback video decks, audio consoles, video scanners)
- Television production equipment (e.g., studio cameras, production switchers, audio mixers, microphones, lighting consoles, character generator, teleprompter)

### PHYSICAL REQUIREMENTS

- May be exposed to extreme weather conditions

### KNOWLEDGE, SKILLS, ABILITIES, AND OTHER WORK REQUIREMENTS

#### Knowledge

Moderate knowledge of:

- \*television writing and production principles, practices, and techniques
- \*applicable research methods
- \*video, audio and digital editing equipment
- \*television studio operations and equipment

Some knowledge of:

- geographical locations in the City
- local media outlets and news organizations
- graphic design and commercial art principles, practices, and techniques
- developing sponsorship, marketing, and public relations plans
- \*writing and formatting styles and methods used in applicable publications

Knowledge of applicable City and department policies, procedures, rules, and regulations

#### Skills

- \*ACTIVE LEARNING - Understand the implications of new information for both current and future problem-solving and decision-making
- \*ACTIVE LISTENING - Give full attention to what other people are saying, taking time to understand the points being made, ask questions as appropriate, and not interrupt at inappropriate times
- \*CRITICAL THINKING - Use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems
- MANAGEMENT OF MATERIAL RESOURCES - Obtain and see to the appropriate use of equipment, facilities, and materials needed to do certain work
- \*COORDINATION WITH OTHERS - Adjust actions in relation to others' actions
- \*JUDGEMENT AND DECISION MAKING - Consider the relative costs and benefits of potential actions to choose the most appropriate one
- \*EQUIPMENT SELECTION - Determine the kind of tools and equipment needed to do a job

**Abilities**

- COMPREHEND ORAL INFORMATION - Listen to and understand information and ideas presented through spoken words and sentences
- SPEAK - Communicate information and ideas in speaking so others will understand
- COMPREHEND WRITTEN INFORMATION - Read and understand information and ideas presented in writing
- WRITE - Communicate information and ideas in writing so others will understand
- VISUALIZE - Imagine how something will look after it is moved around or when its parts are moved or rearranged
- DEMONSTRATE ORIGINALITY - Come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem
- ORGANIZE INFORMATION - Arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations)

**Other Work Requirements**

- PERSISTENCE - Persist in the face of obstacles on the job
- INITIATIVE - Demonstrate willingness to take on job challenges
- DEPENDABILITY - Demonstrate reliability, responsibility, and dependability and fulfill obligations
- ATTENTION TO DETAIL - Pay careful attention to detail and thoroughness in completing work tasks
- INNOVATION – Think creatively about alternatives to come up with new ideas for and answers to work-related problems

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All employees of the City of Chicago must demonstrate commitment to and compliance with applicable state and federal laws, and City ordinances and rules; the City's Ethics standards; and other City policies and procedures.

The City of Chicago will consider equivalent foreign degrees, accreditations, and credentials in evaluating qualifications.

\* May be required at entry.

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City of Chicago  
Department of Human Resources  
January, 2013