**BROADCAST AND EMERGING MEDIA MANAGER**

**DESCRIPTION OF WORK:** Positions in this banded class perform managerial work in a broadcast television, radio and emerging media environment, including technical and/or administrative supervision. They are responsible for providing creative leadership in producing and directing program segments, entire programs or series. This responsibility ranges from involvement with concept, content, funding/budget oversight to all pre-production, production and post-production activities. They may produce and anchor (serve as on-air talent) for programs or program segments, and develop in-depth reports/content on a wide variety of public affairs, information, education or a broad spectrum or other issues. They may act as on-air correspondents for special live coverage of major news or special events. They may conceptualize, write and produce compelling feature stories or direct the development, production and promotion of public affairs and information series. They review new projects to determine equipment needs, advise others on feasibility based on this determination and schedule equipment and staff. They may analyze programming data and reports and develop and manage the master program schedule for all channels/services. They may supervise post-production units, including editing, archiving, maintaining media libraries and closed captioning activities.

**EXAMPLES OF COMPETENCIES: CONTRIBUTING:**

**Technical Knowledge:** Basic knowledge of the use and operation of a full range of broadcast media equipment used to produce television, radio and emerging media programming. Working knowledge of applicable FCC rules and regulations. Knowledge of current industry practices and standards.

**Creativity:** Ability to apply established concepts and techniques in a creative manner to produce television, radio and emerging media programming. **Communication:** Ability to convey technical and administrative information, artistic and aesthetic concepts verbally and in writing in order to direct and interact with internal staff, team members, supervisors and others.

**JOURNEY**

**Technical Knowledge**: Full knowledge of the use and operation of a complete range of broadcast media equipment used to produce television, radio and emerging media programming. Full knowledge of applicable FCC rules and regulations. Full knowledge of current industry practices and standards.

**Creativity:** Ability to recognize, determine, develop and/or manage the appropriate artistic techniques and talents required to produce television, radio and

emerging media programs.

**Communication:** Ability to select and effectively convey standard technical information, administrative information and artistic and aesthetic concepts verbally and in writing when working with internal staff, team members, management, clients and the public.

**Planning, Organizing and Managing Work and Work Processes:** Ability to utilize organizational skills to develop employee or project work plans and accomplish established goals and outcomes. Ability to oversee completion of assigned projects/programs. Ability to complete assignments according to plan. **Teamwork:** Ability to effectively lead and manage work activities and apply knowledge and expertise to achieve project goals.

**Customer Service:** Ability to cultivate and maintain professional relationships with internal and external customers consistent with best practices and organizational strategic goals. Ability to demonstrate professionalism when responding to or providing solutions to customers, co-workers and others.

**Planning, Organizing and Managing Work and Work Processes:** Ability to work independently, as a manager, or a team member and apply judgment in developing, organizing and executing plans and moderately complex projects. Ability to manage change in a dynamic environment.

**Teamwork:** Ability to effectively lead and manage work activities by sharing expertise, providing

guidance, knowledge and information to team members in order to achieve project goals. Ability to inform and

involve management as needed.

**Customer Service:** Ability to take initiative and action that will ensure customer satisfaction in all phases of operation. Ability to identify and resolve issues that may negatively impact customer service. Ability to understand and cultivate professional relationships with internal and external customers consistent with best practices and organizational goals.

**ADVANCED**

**Technical Knowledge**: Comprehensive knowledge of the use and operation of a complete range of broadcast media equipment used to produce television, radio and emerging media programming. Comprehensive

**Planning, Organizing and Managing Work and Work Processes:** Ability to work independently, as a manager, or a team member and apply judgment in developing, organizing and executing plans and highly

knowledge of applicable FCC rules and regulations. Knowledge of current industry practices and standards. Knowledge of a broad spectrum of current and emerging media technologies used in production and post-production and the application of technology to produce creative content that fulfills programmatic goals. Ability to serve as a technical resource. **Creativity:** Ability to conceptualize, design, develop and deliver original complex media programs that reflect a comprehensive creative vision. Ability to set the creative tone for a project or program and manage the creative process across multiple teams. Ability to independently originate and design artistic approaches to produce the most sophisticated television, radio and

emerging media programs, supported by comprehensive technical knowledge of state-of-the-art equipment. **Communication:** Ability to effectively lead and

manage internal staff or team members by originating,

selecting and conveying comprehensive administrative, technical, artistic and aesthetic concepts verbally and in writing to achieve the desired outcome. Ability to build and maintain management awareness and support.

complex projects. Ability to effectively lead and manage others in a dynamic environment. Ability to independently develop contingency plans for resources and materials in anticipation of change.

**Teamwork:** Ability to effectively lead and manage work activities by sharing expertise, providing

guidance, knowledge and information to team members and senior management in order to achieve project and organizational goals. Ability to participate in

organization-wide strategic planning and development

activities as assigned.

**Customer Service:** Ability to develop organizational standards and best practices for professional relationships with existing and new internal and

external customers. Ability to monitor and ensure

adherence to established organization standards. Ability to identify and resolve organization-wide customer service issues. Ability to model and promote positive customer service relationships with internal and external customers.

**MINIMUM TRAINING AND EXPERIENCE:** High school diploma or equivalency and four years of progressive experience in a broadcast television, radio and emerging media environment, of which one year is supervisory; or equivalent combination of training and experience.

Special Note: This is a generalized representation of positions in this class and is not intended to reflect essential functions per ADA. Examples of competencies are typical of the majority of positions, but may not be applicable to all positions.