

## **PALOMAR COMMUNITY COLLEGE DISTRICT**

### **RADIO STATION GENERAL MANAGER**

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

#### **DEFINITION**

To plan, organize and supervise broadcasting operations involved in the student radio station; and to perform a variety of technical tasks relative to assigned area of responsibility.

#### **SUPERVISION RECEIVED AND EXERCISED**

Receives direction from full-time Radio & Television faculty.  
Exercises functional and technical supervision over short-term and student assistants.  
Train and provide work direction to other staff as assigned.

#### **ESSENTIAL AND MARGINAL FUNCTION STATEMENTS**

*Essential and other important responsibilities and duties may include, but are not limited to, the following:*

##### **Essential Functions:**

1. Coordinate the production, scheduling and direction of aired programming including student shows, newscasts, promotional spots, public service announcements, paid commercials and required regulated elements; prepare daily program logs.
2. Coordinate traffic logs.
3. Serve as station representative to current and potential advertising clients.
4. Monitor program content for compliance with Federal regulations and licensee standards; monitor broadcasts for quality, content and technical standards; develop and implement policies and procedures.
5. Supervise station to ensure station is following and within F.C.C. guidelines in regards to signal strength, frequency allocation, towers and E.B.S. broadcasts.
6. Supervise station engineer (short-term/student position) to ensure station is within F.C.C. guidelines and ensuring the repair and replacement of station equipment.
7. Monitor station playlist for compliance with format; develop rotation schedule for music; review and select music approved by full-time Radio & Television faculty for broadcasts.
8. Develop, organize and direct on-air promotions, direct and produce off-air fundraising concerts, events and other activities.
9. Conduct programming of live broadcasts and interviews; review retail, airplay and audience research for marketing strategies.

**PALOMAR COMMUNITY COLLEGE DISTRICT**  
**Radio Station General Manager (*Continued*)**

10. Plan, organize and review the work of assigned staff, students and volunteers; ensure that deadlines are met; review technical quality of programs and make recommendations for improvements.
11. Develop long-range financial goals and objectives for the station; prepare and implement marketing campaigns and fundraising events; propose, negotiate and maintain agreements and contracts with outside organizations and agencies.
12. Plan, prepare and administer the station budget; analyze and justify the need for additional funds as required; monitor and control expenditures; submit requisitions for purchases and rentals.
13. Coordinate and oversee equipment adjustment, maintenance and repair; respond to and resolve broadcasting emergencies and equipment malfunctions.
14. Operate a variety of equipment used in radio productions including broadcast computer software and hardware; train and assist staff in the use of equipment.
15. Review publications, journals and literature to stay abreast of changing communication technologies and philosophies related to assigned area of responsibility.
16. Respond to inquiries and requests for information regarding programming, announcements, policies, procedures and regulations.

**Marginal Functions:**

1. Perform related duties and responsibilities as required.

**QUALIFICATIONS**

**Knowledge of:**

Communications and media technologies, including systems and procedures related to radio broadcasting.

Applicable federal, State, and local laws, codes and regulations.

Principles and practices of designing and producing radio broadcasts.

Principles and practices of production journalism.

Principles and practices of administration, supervision and training.

Budget preparation and control.

Methods of non-profit/public radio fundraising and underwriting development.

Specialized radio broadcast-related hardware and software.

**Ability to:**

Organize, direct and implement a comprehensive radio broadcast operation.

Operate a variety of equipment involved in radio productions.

Assign and review the work of assigned production and technical staff.

Produce and direct a variety of broadcasted programs.

Interpret and apply federal, State and local policies, procedures, laws and regulations.

Prepare and administer a budget.

Supervise and train assigned short-term and student employees.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain cooperative working relationships with others.

**PALOMAR COMMUNITY COLLEGE DISTRICT**  
**Radio Station General Manager (*Continued*)**

Prepare and deliver oral presentations.  
Respond to broadcast emergencies and equipment failures after working hours.  
Exercise responsibility for the direction, control and planning of radio broadcast operations.  
Work independently in the absence of supervision.

**Experience and Training Guidelines**

*Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

**Experience:**

Three years of increasingly responsible radio broadcasting and programming experience, including some responsibility for supervision of others, budget preparation and monitoring, and the operation of specialized computer hardware and software used in radio broadcasting.

**Training:**

Equivalent to a Bachelor's degree from an accredited college or university with major coursework in broadcasting, communications or a related field.

**WORKING CONDITIONS**

**Environmental Conditions:**

Office environment; exposure to computer screens.

**Physical Conditions:**

Essential and marginal functions may require maintaining physical condition necessary for sitting for prolonged periods of time; occasional field trips for inspection.