

PALOMAR COMMUNITY COLLEGE DISTRICT

BROADCAST OPERATIONS 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 direct, manage, supervise and coordinate all aspects of satellite and television network operations for the CCCSAT Network, on-air channel programming, distribution, duplication, and all video conference activities; to coordinate assigned activities with other divisions, departments and outside agencies; and to provide highly responsible and complex administrative support to the Project Director.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the Project Director.

Exercises direct supervision over supervisory, professional, technical and clerical staff.

ESSENTIAL FUNCTION STATEMENTS

The following tasks are typical for positions in this classification. Any single position may not perform all of these tasks and/or may perform similar related tasks not listed here:

1. Assume management responsibility for network control operations, including non-instructional and instructional video-conference activities.
2. Manage and participate in the development and implementation of goals, objectives, policies and priorities for assigned programs; recommend and administer policies and procedures.
3. Monitor and evaluate the efficiency and effectiveness of service delivery methods and procedures; recommend, within departmental policy, appropriate service and staffing levels.
4. Plan, direct, coordinate and review the work plan for assigned technical and professional staff; assign work activities, projects and programs; review and evaluate work products, methods and procedures; meet with staff to identify and resolve problems.
5. Assist in strategic planning for future expansions, changes and upgrades to enhance and improve the satellite and television network department.
6. Interface with administrators, faculty and staff, education institutions, businesses, and cable, broadcast and satellite television companies.
7. Evaluate and recommend changes in equipment and procedures needed to achieve goal of 100% reliability and error-free distribution.
8. Manage television programming traffic operations and videotape library; develop, evaluate, modify and implement department, traffic and library policies and operational procedures; resolve discrepancies.

PALOMAR COMMUNITY COLLEGE DISTRICT
Broadcast Operations Manager (*Continued*)

9. Ensure television programming meets technical standards and proper license agreements; ensure compliance with FCC rules and regulations.
10. Collaborate with production, marketing and Web team to develop the look of on-air channels.
11. Select, train, motivate and evaluate technical and professional personnel; provide or coordinate staff training; work with employees to correct deficiencies; implement discipline and termination procedures.
12. Oversee and participate in the development and administration of the budget; participate in the forecast of funds needed for staffing, equipment, materials and supplies; monitor and approve expenditures; implement adjustments.
13. Serve as the liaison for broadcast operation activities with other divisions, departments and outside agencies; negotiate and resolve sensitive and controversial issues.
14. Serve as staff on a variety of boards, commissions and committees; prepare and present staff reports and other necessary correspondence.
15. Provide responsible staff assistance to the Project Director.
16. Conduct a variety of organizational and operational studies, and investigations; recommend modifications to broadcast programs, policies and procedures as appropriate.
17. Attend and participate in professional group meetings; stay abreast of new trends and innovations in the field of television and cable broadcasting.
18. Perform related duties and responsibilities as required.

QUALIFICATIONS

Knowledge of:

Operational characteristics, services and activities of a broadcast operations program.

Objectives and goals of distance learning programs in higher education.

Policies, procedures and protocol of the California Community College system.

Principles and practices of program development and administration.

Video conference and telecommunications technology.

Analog and digital satellite technology and equipment, broadcast television techniques and distribution systems.

Principles and practices of budget preparation and administration.

Principles of supervision, training and performance evaluation.

Applicable health and safety codes, and appropriate safety precautions and procedures.

Applicable FCC rules and regulations.

Pertinent Federal, State and local laws, codes and regulations.

Satellite Uplink Operation Certification.

PALOMAR COMMUNITY COLLEGE DISTRICT
Broadcast Operations Manager (*Continued*)

Ability to:

Oversee and participate in the management of a comprehensive broadcast operations program.

Oversee, direct and coordinate the work of lower level staff.

Select, supervise, train and evaluate staff.

Participate in the development and administration of goals, objectives and procedures.

Prepare and administer large program budgets.

Prepare clear and concise administrative and financial reports.

Respond to broadcast operations emergencies on a 24-hour basis.

Travel to various locations as required.

Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.

Research, analyze and evaluate new service delivery methods and techniques.

Interpret and apply Federal, State and local policies, laws and regulations.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with those contacted in the course of work.

Experience and Education/Training Guidelines

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

Experience:

Five years of increasingly responsible experience in broadcast operations including two years of administrative and supervisory responsibility.

Education/Training:

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

WORKING CONDITIONS

Environmental Conditions:

Office environment; occasional travel.

Physical Conditions:

Essential functions may require maintaining physical condition necessary for walking, standing or sitting for prolonged periods of time; visual acuity to read printed materials.