

**PALOMAR COMMUNITY COLLEGE DISTRICT**

**Classification Title: Manager, Radio Station**

**Department:** Media Studies

**FLSA Status:** Non-Exempt

**Staff Category:** Confidential and Supervisory Team (CAST)

**Salary Range:** 39

**Supervision Received From:** Dean, Instructional

**Original Date:** August 2014

**Supervision Given:** Assigned Short-Term, Student, and Volunteer Employees

**Last Revision:** August 2014

*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.*

**JOB SUMMARY.**

Responsible for planning, organizing, and supervising broadcasting operations of the student radio station and providing a variety of technical assistance, guidance, and management of students who use the radio station.

**DISTINGUISHING CHARACTERISTICS.**

The Manager, Radio Station is a stand-alone class and is distinguished from other broadcast jobs by its responsibility for serving as the general manager for the radio station.

**ESSENTIAL AND MARGINAL FUNCTION STATEMENTS.** Essential responsibilities and duties may include, but are not limited to, the following:

1. Coordinates the production, scheduling, and direction of aired programming including student shows, newscasts, promotional spots, public service announcements, paid commercials, and required regulated elements; prepares and maintains daily program logs.
2. Serves as station representative to current and potential advertising clients.
3. Monitors program content for compliance with federal regulations and licensee standards; monitors broadcasts for quality, content, and technical standards; participates in developing and implementing policies and procedures.
4. Ensures station is following and operating within Federal Communications Commission (FCC) guidelines in regards to signal strength, frequency allocation, towers, and Emergency Alert System (EAS) broadcasts.
5. Supervises and provides guidance to the student program director regarding station format and the scheduling of staff; advises and works with faculty and students on assignments for respective classes; provides technical assistance, support, and training for students on station equipment. Communicates regularly with station engineer to ensure station operates within FCC guidelines.
6. Prepares and maintains mandatory FCC station logs.
7. Promotes station at various events.
8. Collaborates and works with faculty, potential sponsors, and the general public regarding station services.

9. Monitors station playlist for compliance with format; develops rotation schedule for music; reviews and selects music for broadcasts.
10. Develops, organizes, and directs on-air promotions, directs and produces off-air fundraising concerts, events, and other activities.
11. Recommends retail, airplay and audience research for marketing strategies.
12. Participates in the development of long-range goals and objectives for the station; prepares and implements marketing campaigns and fundraising events; facilitates agreements and contracts with outside organizations and agencies.
13. Participates in the development and administration of the station budget; analyzes and justifies the need for additional funds as required; monitors expenditures; submits requisitions for purchases and rentals.
14. Coordinates and oversees equipment adjustment, maintenance, and repair; responds to and resolves broadcasting emergencies and equipment malfunctions.
15. Operates a variety of equipment used in radio productions including broadcast computer software and hardware; trains and assists staff in the use of equipment.
16. Reviews publications, journals, and literature to stay abreast of changing communication technologies and philosophies related to assigned area of responsibility.
17. Responds to inquiries and requests for information regarding programming, announcements, policies, procedures, and regulations.

**Marginal Functions:**

1. Participates in/on a variety of committees, task forces, boards, meetings, and/or other related groups in order to receive and/or convey information.
2. Participates in shared governance through service on planning and/or operations committees and task forces.
3. Performs related duties and responsibilities as required.

**QUALIFICATIONS.**

**Knowledge of:**

1. Communications and media technologies, including systems and procedures related to radio broadcasting.
2. Applicable federal, state, and local laws, codes, and regulations.
3. Radio broadcast design and production principles and practices.
4. Production journalism principles and practices.
5. Budgeting principles and practices.
6. Methods of non-profit/public radio fundraising and underwriting development.
7. Specialized radio broadcast-related hardware and software.
8. Radio transmitter remote monitoring practices.
9. EAS protocols, machines, and plans.
10. Radio station equipment and associated operations.

11. Remote broadcasting equipment.

**Skill in:**

1. Organizing, coordinating, and implementing a comprehensive radio broadcast operation.
2. Operating a variety of equipment involved in radio productions.
3. Assigning and reviewing the work of assigned production and technical staff.
4. Producing and directing a variety of broadcasted programs.
5. Interpreting and applying federal, state, and local policies, procedures, laws, and regulations.
6. Preparing and administering a budget.
7. Preparing and maintaining a variety of operational logs and records.
8. Communicating clearly and concisely, both orally and in writing.
9. Establishing and maintaining cooperative working relationships with others.

**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.

**Education/Training:**

A Bachelor's degree from an accredited institution in communications or related field.

**WORKING CONDITIONS.**

**Environmental Conditions:**

Office environment; exposure to computer screens; limited exposure to transmitter radio waves.

**Physical Conditions:**

Essential and marginal functions may require maintaining physical condition necessary for sitting for prolonged periods of time; occasional lifting, pushing, and pulling up to 40 pounds; occasional travel for inspection of the off-site transmitter.