



**Classification Title: Educational Television Broadcast Specialist**

<b>Department:</b>	Educational Television	<b>EEO6 Code:</b>	5
<b>Employee Group:</b>	Classified	<b>Salary Grade:</b>	25
<b>Supervision Received From:</b>	Manager, Educational Television and KKSM Radio Operations	<b>Date of Origin:</b>	3/2017
<b>Supervision Given:</b>	Direction and Guidance	<b>Last Revision:</b>	3/2017

*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 by individual positions.*

**JOB SUMMARY.**

Operates the Palomar College Television system (PCTV); oversees all media distribution for PCTV, including broadcast, online, DVD and Blu-ray; researches, plans and allocates media equipment and network resources for post-production and archival needs; and serves as lead for weekend Education Television Broadcast Assistants.

**DISTINGUISHING CHARACTERISTICS.**

Educational TV Broadcast Specialist is distinguished from Educational TV Broadcast Assistant by its responsibility for all media distribution for PCTV, for media workflow-related research, analysis and equipment/resource allocation and for scheduling and ensuring the integrity and usefulness of the media. An Educational TV Broadcast Specialist also serves as lead for weekend Educational TV Broadcast Assistants who are responsible for monitoring broadcast transmissions, correcting technical or quality issues and ensuring programming airs as scheduled.

**ESSENTIAL AND MARGINAL FUNCTION STATEMENTS.**

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

1. Operates the District's educational television broadcast system; oversees and maintains quality control for multiple broadcast destinations; creates broadcast schedules and programs; monitors system execution to ensure compliance with Federal Communications Commission (FCC) regulations; troubleshoots problems and makes adjustments to various electronic components when necessary.
2. Analyzes current and future media workflow needs in order to research, plan and allocate media equipment and network resources for post-production workflow and archival needs, improvements and advancements.
3. Coordinates production work plans and schedules with the weekend Educational Television Broadcast Assistant; assigns work activities, projects and programs, reviews work products, methods and procedures and confers with staff to identify and recommend solutions to problems and deficiencies.
4. Analyzes format and quality standards for video/audio content for student/departmental use on the web; using appropriate software, transcodes, tests and places video/audio content on the web.
5. Coordinates with other departments and external entities regarding the airing of program content and promotional material on PCTV; ensures that FCC regulations are followed.
6. Maintains and upgrades the department's media archival vault and associated media asset management system.

7. Authors DVD and Blu-ray content for PCTV and other District departments using recognized industry authoring standards, formats and techniques.
8. Serves as liaison between PCTV, other District media distribution areas, faculty, students, other academic departments and various community organizations; provides orientation and ongoing information as appropriate.

**Marginal Functions:**

1. Coordinates and oversees closed captioning of media for all instructional and general use content.
2. Attends and participates in a variety of professional group meetings; stays abreast of new trends within the video production, post-production and broadcast fields; examines and evaluates other broadcast/video production programs to improve departmental workflow and broadcast methodology.
3. Performs related duties and responsibilities as required.

**QUALIFICATIONS.**

**Experience and Education/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:** Four years of increasingly responsible experience related to multimedia and/or television broadcast production.

**Education/Training:** Equivalent to an associate's degree from an accredited college or university with coursework in communications, television broadcasting, digital media or a closely related field.

**Knowledge of:**

1. Advanced principles and procedures of broadcast production, including high-level post-production audio/video editing equipment, software, operation and specifications.
2. Broadcast servers, various videotape machines, analytical scopes, signal routing patches, video switchers and audio mixing boards.
3. Digital video standards and best practices.
4. Closed captioning formats and standards.
5. Various web streaming methods.
6. Media archival equipment and systems.
7. Various compression and transcoding software packages.
8. FCC rules and regulations; broadcast and video standards.
9. Patch panels and switches.
10. Creating and compiling raw and pre-existing content into one or multiple cohesive finished DVD products.
11. Modern office procedures, methods and equipment.
12. Occupational hazards and standard safety procedures.
13. Basic project management tools and techniques.
14. Local, state and federal regulations, including terminology and processes applicable to areas of assigned responsibility.

**Skill in:**

1. Using various broadcast-related equipment and software production products.

2. Broadcast playlist creation and execution.
3. Executing on-air disaster recovery.
4. Using media asset management software.
5. Authoring DVD and Blu-ray content.
6. Workflow analysis.
7. Keeping technical skills current to meet the department's expanding television production services.
8. Understanding and following oral and written instructions.
9. Working independently in the absence of supervision.
10. Communicating clearly and effectively both orally and in writing.
11. Establishing and maintaining effective working relationships with those encountered in the course of work.
12. Maintaining sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students, faculty, and staff.

### **WORKING CONDITIONS.**

**Environmental Conditions:** The incumbent works under typical office conditions, and the noise level is usually quiet, and in a studio where the noise level is moderate; occasionally works in outside conditions, with exposure to weather, work on uneven surfaces and risk of electrical shock.

**Physical Conditions:** Essential and marginal functions may require physical fitness requirements necessary to perform the job functions with or without accommodation, such as the ability to walk, stand or sit for prolonged periods of time, frequently required to stoop, kneel bend or crouch and lift up to 50 pounds; use a computer keyboard and broadcasting equipment; possess near visual acuity and the ability to differentiate operating equipment sounds.

### **TERMS OF EMPLOYMENT.**

The duration of any fully restricted funded position in this classification is dependent upon the continuation of funding.