

PALOMAR COMMUNITY COLLEGE DISTRICT

Classification Title: Manager, Broadcast Operations

Department: Telecommunications – Grants

FLSA Status: Exempt

Staff Category: Administrative Association (Classified Administrator)

Salary Range: 56

Supervision Received From: Director, CCC Confer/3C Media Solutions

Original Date: July 2012

Supervision Given: Classified Staff in Telecommunications – Grants

Last Revision: July 2012

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 managing, supervising and coordinating all aspects of satellite and television network operations, traffic, distribution, duplication and videoconferences. Participates in strategic planning for future expansions, technical upgrades and change of service.

DISTINGUISHING CHARACTERISTICS.

The Manager, Broadcast Operations is distinguished from other broadcast classifications by its responsibility for managing broadcast operations for 3C Media and supervising broadcast staff.

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

1. Performs full supervisory activities, subject to management concurrence and in accordance with applicable College policies, which includes: selecting and training new employees; planning, assigning, scheduling, and evaluating completed work; approving overtime/compensatory time; preparing and signing employee performance evaluations; recommending salary reclassifications; responding to grievances and taking appropriate disciplinary action; and performing related supervisory activities.
2. Manages, coordinates, and supervises satellite network control operations and on-air programming, distribution, duplication and videoconferencing activities.
3. Manages and participates in the development and implementation of goals, objectives, policies and priorities for assigned programs; recommends, implements and administers policies and procedures.
4. Monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; recommends, within departmental policy, appropriate service and staffing levels.
5. Plans, directs, coordinates, and reviews the work plan for assigned technical and professional staff; assigns work activities, projects and programs; reviews and evaluates work products, methods and procedures; meets with staff to identify and resolve problems.
6. Assists in strategic planning initiatives to enhance and improve the Telecommunications – Grants department.

7. Interfaces with administrators, faculty and staff, education institutions, businesses, and cable, broadcast and satellite television network operations and grant project workplans; researches new and emerging technologies and coordinates related demonstrations.
8. Evaluates and refines operational procedures to maintain and ensure quality and reliability of service and distribution and to ensure compliance with satellite operator requirements.
9. Manages and supervises television programming traffic operations and videotape library; develops, evaluates, modifies and implements department, traffic and video library policies and operational procedures; resolves discrepancies related to television programming and traffic; assists in operating broadcast equipment as needed.
10. Ensures television programming meets technical standards and proper license agreements; ensures compliance with Federal Communications Commission (FCC) rules and regulations.
11. Coordinates multimedia production; operates video production equipment and multimedia editing software and equipment; participates in video streaming and archiving; encodes and transcodes video and audio; coordinates real-time webcasts.
12. Collaborates with production, marketing and web team to develop the look of on-air channels.
13. Participates in the development and administration of the budget; participates in the forecasting of funds needed for staffing, equipment, materials and supplies; monitors and approves expenditures; implements adjustments.
14. Serves as a liaison for broadcast operation activities with administrators, faculty, staff, other divisions, departments and outside agencies and organizations; negotiates and resolves technical issues.
15. Provides responsible staff assistance to the Director, CCC Confer/3C Media Solutions.
16. Conducts a variety of organizational and operational studies and investigations; recommends modifications to broadcast programs, policies and procedures as appropriate.
17. Responds to broadcast operations emergencies on a 24-hour basis.

Marginal Functions:

1. Keeps abreast of new trends and innovations in the field of television and cable broadcasting.
2. Participates in/on a variety of committees, task forces, boards, meetings, and/or other related groups in order to receive and/or convey information.
3. Participates in shared governance through service on planning and/or operations committees and task forces.
4. Performs related duties and responsibilities as required.

QUALIFICATIONS.

Knowledge of:

1. Managerial principles and practices.
2. Operational characteristics, services, and activities of a broadcast operations program.
3. Objectives and goals of distance learning programs in higher education.
4. Policies, procedures and protocol of the California Community College system.
5. Program development and administration principles and practices.
6. Video conference and telecommunications technology.

7. Analog and digital satellite technology and equipment.
8. Broadcast television techniques and distribution systems.
9. Video production and editing.
10. Higher education system structures.
11. Communication technologies.
12. Multimedia and streaming technologies.
13. Webcasting principles and practices.
14. Data storage principles and practices.
15. Budgeting principles and practices.
16. Applicable health and safety codes, and appropriate safety precautions and procedures.
17. Applicable Federal, FCC, State and local laws, codes, and regulations.

Skill in:

1. Supervising, training and evaluating the work of others.
2. Utilizing a computer and related software applications.
3. Analyzing and troubleshooting difficult situations accurately and adopting an effective course of action.
4. Establishing and maintaining effective working relationships with those contacted in the course of work.
5. Interpreting complex data and information.
6. Communicating clearly and concisely, both orally and in writing.
7. Mediating difficult and/or hostile situations.
8. Effectively responding to all situations/incidents using sound judgment and decision-making skills.
9. Overseeing and participating in the management of a comprehensive broadcast operations program.
10. Participating in the development and administration of goals, objectives and procedures.
11. Preparing and administering a large program budget.
12. Preparing clear and concise administrative and financial reports.
13. Analyzing problems, identifying alternative solutions, projecting consequences of proposed actions, and implementing recommendations in support of goals.
14. Researching, analyzing and evaluating new service delivery methods and techniques.
15. Interpreting and applying Federal, FCC, State and local policies, laws and regulations.
16. Troubleshooting a variety of complex technical and operational broadcast issues and problems.
17. Researching technologies and trends in higher education.
18. Creating and utilizing databases.
19. Interpreting broadcast video signals.
20. Reading and interpreting waveform monitors and vector scopes.

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:

Five years of increasingly responsible broadcast operations experience, including two years of supervisory experience.

Education/Training:

Bachelor's degree in communications or related field.

WORKING CONDITIONS.

Environmental Conditions:

Office environment; occasional travel.

Physical Conditions:

Essential functions may require maintaining physical condition necessary for ambulating for extended periods of time; visual acuity to read printed materials.