

PALOMAR COMMUNITY COLLEGE DISTRICT

Classification Title: Manager, Educational Television and KKSM Radio Operations

Department: Arts, Media, Business and Computer Science (AMBCS) **FLSA Status: Exempt**

Staff Category: Administrative Association (Classified Administrator) **Salary Range: 56**

Supervision Received From: Dean, Instructional, AMBCS **Original Date: March, 2012**

Supervision Given: Assigned Supervisory, Classified, and Hourly Staff in Educational Television and Communications **Last Revision: March, 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 directing, managing, supervising, and coordinating all aspects of operations for Educational Television (ETV) and KKSM Radio, the District's radio station. Supervises production of video and radio content; programming; broadcasting; and facilities engineering of both Educational TV and KKSM Radio.

DISTINGUISHING CHARACTERISTICS:

The Manager, Educational Television and KKSM Radio Operations is distinguished from other positions in ETV and the Radio Station General Manager in that it has full responsibility for managing all ETV and KKSM Radio operations and staff.

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

1. Provides leadership and vision for the ETV and KKSM programs; collaborates with faculty, staff, and administrators to integrate both areas fully into the radio and television instructional programs and enhance the learning opportunities and environments for radio and television students, including distance learning, instructional design, and pedagogical principles of producing and presenting supplemental learning videos and distance learning courses.
2. 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.
3. Manages and participates in the development and implementation of goals, objectives, policies, and priorities for assigned programs; recommends and administers policies and procedures; contributes to the development and implementation of technology-supported learning environments.
4. Initiates strategic planning for future program expansions; produces strategic planning documents; analyzes the need for equipment, supplies, staff, and services; recommends changes and upgrades of equipment and

procedures to enhance and improve ETV and KKSM and meet goals of reliable, error-free broadcasts and content distribution.

5. Develops and implements plans to explore new revenue sources, including grants; oversees and participates in the development and administration of the ETV and KKSM budgets; participates in the forecast of funds needed for staffing, equipment, materials, and supplies; monitors and approves expenditures; implements budget adjustments.
6. Develops relationships with business and industry that are appropriate with the College's mission to prepare students for transfer and future employment, including keeping current with shifts in technology to ensure the academic learning environment parallels trends in the marketplace.
7. Works with appropriate College staff to produce marketing materials; interfaces with outside sales and licensing agencies to market videos produced by ETV; promotes video production services and facilities to the college community.
8. Oversees the maintenance of the ETV and KKSM websites and the preparation, placement, and utilization of online media.
9. Drafts agreements, contracts, and copyright applications.
10. Ensures compliance with the Federal Communication Commission's and other applicable agencies' regulations.
11. Maintains a safe work environment and enforces safe work practices.

Marginal Functions:

1. Keeps abreast of new trends and innovations in the fields of radio and television.
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. Communications and media technologies, including systems, procedures, and equipment, related to television and radio broadcasting, production, and distribution systems.
3. Objectives and goals of video instruction for face-to-face and online supplemental learning.
4. Preparation, placement, and utilization of online media.
5. Project management principles.
6. Program development and administration principles and practices.
7. Applicable Federal, State, and local laws, codes, and regulations.
8. Operational characteristics of radio and television broadcast design and production principles and practices.

9. Marketing concepts and techniques.
10. High definition studio parameters.
11. Grant acquisition.
12. Budgeting principles and practices.
13. Applicable health and safety codes and appropriate safety precautions and procedures.

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 effective courses of action.
4. Establishing and maintaining effective working relationships with those contacted in the course of work.
5. Interpreting complex data and information.
6. Reading, interpreting, applying, and explaining rules, regulations, policies, and procedures.
7. Communicating clearly and concisely, both orally and in writing.
8. Mediating difficult and/or hostile situations.
9. Effectively responding to all situations/incidents using sound judgment and decision-making skills.
10. Participating in the development and administration of goals, objectives, and procedures.
11. Preparing and administering large program budgets.
12. Preparing clear and concise administrative and financial reports.
13. Managing large, complex projects.
14. Handling multiple tasks simultaneously.
15. Developing marketing campaigns and materials for large programs.
16. Distribution of online media.
17. Researching emerging radio and television technology.
18. Managing, organizing, coordinating, and implementing comprehensive television and radio broadcast operation programs.
19. Interpreting and applying Federal, State and local policies, procedures, laws and regulations.

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 experience in television production and/or radio operations, including two years of administration or supervisory experience.

Education/Training:

Bachelor's Degree in television and/or radio broadcasting, communications, telecommunications, or a related field.

License and/or Certificate:

Possession of:

Valid California Driver's License

WORKING CONDITIONS

Environmental Conditions:

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

Physical Conditions:

Essential and marginal functions require maintaining physical condition necessary for ambulating for extended periods of time and performing required duties. Must be able to travel between District locations and other off-campus sites.