

MAJOR FUNCTION

This is responsible administrative, technical and professional work directing the operation of the WCOT division of Communications. This position is responsible for administrative oversight of the City's television station-WCOT-45, personnel, operating budget, programming, scheduling, equipment maintenance/purchasing, in-kind services with Comcast, and directing an outside video production contract. Projects assigned are generally of high organizational impact, and involve working with department directors on sensitive issues. Work is performed under the general supervision of a department director, but the incumbent must exercise considerable initiative, ingenuity and independent judgment. Accomplishments are judged through conferences, written reports and results achieved.

ESSENTIAL AND OTHER IMPORTANT JOB DUTIES**Essential Duties**

Directs the overall operations of the City's television channel, WCOT-45. Designs, and implements the division's strategic communications plan. Represents the direction and policies of the City Manager and City Commission and other City officials in meetings with and presentations to governmental, business and civic leaders, promoting the City's interests on key issues and initiatives. Actively coordinates city-wide communication that affects relations with citizens and/or special interest groups. Sets division goals and develops short, medium and long range plans for the implementation of new programming, equipment, staff team building and the improvement of existing programming on WCOT-45. Prepares and administers the division's budget. Determines programming content, hours of operations, special events coverage, etc. Delegates production assignments to producers, makes edit & content decisions and determines optimum times to air programs. Plans, directs, assigns, trains, and supervises station producer responsible for shooting, editing, script writing and producing programs for the City's channel. Establishes standards for and maintains all in-house production equipment. Implements and oversee WCOT's marketing plan, developing ways to increase viewership, both internally and externally. Conducts research and analysis and prepares reports and agenda items for purchasing new equipment. Participates in the selection, placement, promotion, training, development, grievance resolution, and discipline of division staff. Conducts performance evaluations, and recommends approval or disapproval of merit increases. Performs related work as required.

Other Important Duties

Attends meetings for the department director. Represents the City's television station at local, state and national events. Attends City Commission meetings. Administers and provides oversight of PEG (Public, Educational, and Government Access Channels) for the City. Performs related work as required. Attends developmental events to increase specific and general job knowledge. Performs related work as required.

DESIRABLE QUALIFICATIONS**Knowledge, Abilities and Skills**

Thorough knowledge of the principles and practices of video equipment, wiring, broadcast systems, maintenance, purchasing, trouble shooting problems, producing, shooting and editing. Thorough knowledge of administrative, management, techniques, and principles of operating a television station. Ability to operate equipment associated with television program production. Ability to plan, train, schedule, and review the work of subordinates in a manner conducive to full performance and high morale. Ability to analyze a variety of technical material and develop recommendations. Ability to express oneself clearly and concisely both orally and in writing. Ability to establish and maintain effective working relationships as necessitated by the work. Skill in the use of microcomputers and the associated programs and applications necessary for successful job performance.

Minimum Training and Experience

Possession of a bachelor's degree in broadcasting, broadcast journalism, media production, telecommunication, mass communications, radio/television production or a related field and four years of work experience at the professional level or higher in one of the degree areas listed above or in video production; or an equivalent combination of training and experience. One year of the required experience must have been in a supervisory capacity.

Necessary Special Requirement

Must possess a valid Class E State driver's license at the time of appointment.

Established: 09-17-99

Revised: 10-01-03*

04-27-09*

09-27-13