



Job Title: Broadcast Services Manager

CLASSIFICATION DESCRIPTION

Department: Multimedia Services

Pay Grade: 108

FLSA Status: Non-exempt

Remote Work Eligible: No

JOB SUMMARY

This position is responsible for programming and overseeing the production and direction of video projects. Duties include: supervising the production of video material; consulting on College technology needs; managing the operations of the station; developing and implementing College marketing campaigns; scheduling TV studio and remote shooting activities; leading a team charged with developing, executing, and optimizing marketing and communications strategies that are audience-centric; driving engagement across various platforms; and assigning and prioritizing projects.

DISTINGUISHING CHARACTERISTICS

N/A.

ESSENTIAL JOB FUNCTIONS

- Supervises assigned staff including: prioritizing and assigned work; evaluating employees; training; ensuring employees are properly licensed; ensuring employees follow policies and safety guidelines; and making hiring, firing, and disciplinary recommendations.
- Manages broadcasting activities and operations including: planning, coordinating, administering, and evaluating programming and related projects, processes, procedures, and standards; working to integrate and coordinate service areas.
- Ensures compliance with federal, state, and local laws, regulations, codes, and/or standards.
- Produces and records a wide variety of broadcast production productions; adheres to production budgets; evaluates equipment requirements; produces schedules; schedules personnel; writes scripts; ensures appropriate aesthetics; and edits.
- Manages and monitors Department budget; prepares cost estimates and submits justifications for those budget items; and monitors/controls expenditures.
- Performs and oversees the maintenance and troubleshooting of video/audio equipment; researches, evaluates, and recommends equipment purchases as necessary.
- Leads campaign development, implementation, execution, measurement, and brand compliance to increase brand awareness across a variety of mediums including web, digital/social, SEO, CRM, out of home advertising, radio, TV, and print; ensures

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promotions are successful, on brand, targeted, and align with the College's mission, vision, goals, and objectives.

- Works with other departments on budgeting, grants, accounting, and procurement.
- Oversees the College's internal Print Shop operations.
- Establishes and maintains working relationships with vendors and consultants.
- Supports executive-level communications and initiatives including videos, emails, and other messaging as needed.
- Performs other duties as assigned.

MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS

Bachelor's degree; three (3) years of related work experience; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Supervisory principles;
- Applicable audio and video tools and equipment;
- Video production principles and practices;
- Video lighting principles and practices;
- Graphics and animation principles;
- Audio and video file formats;
- Audio and video duplication techniques;
- Budgeting principles;
- Program scheduling principles; and
- Computers and related software applications.

Skills in:

- Scheduling televised programming;
- Directing and operating cameras, lighting, and other related tools and equipment;
- Conducting interviews;
- Editing video content;
- Troubleshooting and resolving audio, video, hardware, and software problems;
- Using a computer and related software applications; and
- Communication, interpersonal skills as applied to interaction with assigned employees; coworkers, supervisor, the general public, etc. sufficient to exchange or convey information and to give and receive work direction.

Ability to:

- Develop and administer budgets;
- Prioritize and assign work;
- Monitor and evaluate employees.
- Develop programming content; and
- Write scripts.

CERTIFICATION, LICENSE AND SPECIAL REQUIREMENTS

Valid Florida driver's license.

PHYSICAL DEMANDS

This work typically requires the following physical activities to be performed. A complete description of the activities below is available upon request from Human Resources.

(X = Required to perform essential job functions)

Physical Activities		Physical Activities	
Balancing – maintain equilibrium to prevent falling while walking, standing, or crouching.		Pushing – use upper extremities to press against objects with force, or thrust forward, downward, outward.	
Climbing – ascending, descending ladders, stairs, ramps, requires body agility.		Reaching – extending hands or arms in any direction.	
Crawling – moving about on hands, knees, or hands, feet.		Repetitive Motion – substantial movements of wrists, hands, fingers.	<u>X</u>
Crouching – bending body forward by bending leg, spine.		Speaking – expressing ideas with spoken word, convey detailed, important instructions accurately, concisely.	<u>X</u>
Feeling – perceiving attributes of objects by touch with skin, fingertips.		Standing – for sustained periods of time.	
Fingering – picking, pinching, typing, working with fingers rather than hand.	<u>X</u>	Stooping – bending body downward, forward at waist, with full motion of lower extremities and back.	
Grasping – applying pressure to object with fingers, palm.	<u>X</u>	Talking 1 – expressing ideas by spoken word.	<u>X</u>
Handling – picking, holding, or working with whole hand.	<u>X</u>	Talking 2 – shouting to be heard above ambient noise.	
Hearing 1 – perceiving sounds at normal speaking levels, receive information.	<u>X</u>	Visual Acuity 1 – prepare, analyze data, transcribing, computer terminal, extensive reading.	<u>X</u>
Hearing 2 – receive detailed information, make discrimination in sound.	<u>x</u>	Visual Acuity 2 – color, depth perception, field of vision.	<u>X</u>
Kneeling – bending legs at knee to come to rest at knees.		Visual Acuity 3 – determine accuracy, neatness, observe facilities/structures.	<u>X</u>
Lifting – raising objects from lower to higher position, moving objects side to side, using upper extremities, back.		Visual Acuity 4 – operate motor vehicles/heavy equipment.	
Mental Acuity – ability to make rational decisions through sound logic, deductive reasoning.	<u>X</u>	Visual Acuity 5 – close acuity for inspection of small defects, machines, use measurement devices, or fabricate parts.	
Pulling – use upper extremities to exert force, haul or tug.		Walking – on foot to accomplish tasks, long distances, or site to site.	<u>X</u>

TYPE OF WORK

Work performed is primarily:

- Sedentary work:* Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body.
- Light work:* Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force to move objects.
- Medium work:* Exerting up to 50 pounds of force occasionally, and/or up to 30 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.

- Heavy work:* Exerting up to 100 pounds of force occasionally, and/or up to 50 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects.
- Very heavy work:* Exerting in excess of 100 pounds of force occasionally and/or in excess of 50 pounds of force frequently, and/or in excess of 20 pounds of force constantly to move objects

WORK ENVIRONMENT

May be required to work hours other than the regular schedule including nights and weekends. Work may involve some travel.

This position requires regular and reliable attendance and the employee's physical presence at the workplace.

May be subjected to electrical currents, dusts, extreme temperatures, work space restrictions; and intense noise.

Work is performed in a dynamic environment that requires sensitivity to change and responsiveness to changing goals, priorities, and needs.

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions described herein. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in a job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in a job description.

St. Petersburg College has the right to revise a classification or job description at any time. This description does not represent in any way a contract of employment.