

BROADCAST AND EMERGING MEDIA SPECIALIST

DESCRIPTION OF WORK: Positions in this banded class perform professional work in all phases of the production of broadcast television, radio and emerging media programs and provide creative and technical decision-making that enhance the technical and aesthetic quality of the program. Work may include determining, organizing, coordinating and scheduling the utilization of space, equipment and production personnel; determining and maintaining supplies for production; and providing technical design and direction for the use of specialized equipment to produce desired effects. Employees provide creative and technical decision-making in the utilization/optimization of the audio and video equipment, bridging the gap between the equipment capacity and the desired effect. Employees may also perform editing with or without a predetermined script. Employees may also monitor and control the statewide broadcast signal distributed over single or multiple channels; receive and record live and pre-recorded network feeds; identify and resolve variances in the program schedule or program log before they impact on-air operations; execute the programming schedules; and troubleshoot automation issues.

EXAMPLES OF COMPETENCIES:

CONTRIBUTING:

Knowledge-Technical: Basic knowledge of specialized broadcast television, radio and emerging media equipment and application of appropriate techniques to effectively operate that equipment.

Creativity: Ability to apply established artistic techniques, tools and talents to produce broadcast television, radio and emerging media programs, in conjunction with basic technical knowledge of specialized media equipment.

Communication: Ability to convey basic technical information and artistic and aesthetic concepts verbally and in writing to team members and/or supervisors.

Planning and Organizing Work: Ability to utilize organizational skills to accomplish assigned tasks and complete tasks under supervisory direction.

Teamwork: Ability to participate as a team member and assist in achieving desired goals.

Customer Service: Ability to demonstrate professionalism when providing assistance and/or solutions to customers, co-workers and others. Ability to establish and maintain positive relationships with internal and external customers.

JOURNEY

Knowledge-Technical: Specialized knowledge of techniques, practices, and methods used in the production process of broadcast television, radio and emerging media programs. Full knowledge of the capabilities and use of broadcast television, radio and emerging media elements including technical layouts for audio and/or video.

Creativity: Ability to select and apply established artistic techniques, tools and talents to produce broadcast television, radio and emerging media programs, in conjunction with working technical knowledge of specialized media equipment.

Communication: Ability to select and convey standard technical information, and artistic and aesthetic concepts verbally and in writing to team members, management, clients/customers and the public.

Planning and Organizing Work: Ability to independently schedule tasks, resources and materials to complete work assignments. Ability to work independently and utilize judgment in making changes and adjustments.

Teamwork: Ability to participate in team activities and apply specialized knowledge and expertise to achieve desired goals.

Customer Service: Ability to take initiative and action that will ensure customer satisfaction in all aspects of operation. Ability to seek out, identify and resolve issues that may negatively impact customer service.

ADVANCED

Knowledge-Technical: Comprehensive knowledge of techniques, practices, and methods used in the production process of broadcast television, radio and emerging media programs. Extensive knowledge of the capabilities and use of broadcast television, radio and emerging media elements including technical layouts for audio and/or video.

Creativity: Ability to independently originate and design artistic approaches to produce the most sophisticated broadcast television, radio and emerging media programs, in conjunction with comprehensive technical knowledge of specialized state-of-the-art equipment.

Planning and Organizing Work: Ability to independently schedule tasks, resources and materials to complete individual work assignments as well as those of staff under their direction or supervision. Ability to reorganize work and adjust workload, if necessary, in response to unanticipated changes or conditions.

Teamwork: Ability to share expertise, provide guidance and convey specialized knowledge to team members in order to achieve desired goals.

Customer Service: Ability to identify and initiate successful methods of establishing and maintaining professional customer relationships. Ability to assist

Communication: Ability to originate, select and convey comprehensive technical information, and artistic and aesthetic concepts in unique situations both verbally and in writing to team members, management, clients/customers and the public. Ability to make recommendations as required and to suggest and support alternative approaches.

co-workers or other staff with resolving complex issues that have not been successfully addressed at other levels.

MINIMUM TRAINING AND EXPERIENCE: High school diploma or equivalency and one year of experience related to the area of assignment in a broadcast television, radio and emerging media environment; or equivalent combination of training and experience.

Special Note: This is a generalized representation of positions in this class and is not intended to reflect essential functions per ADA. Examples of competencies are typical of the majority of positions, but may not be applicable to all positions.