

# BROADCAST AND EMERGING MEDIA MANAGER

Schematic Code 13602 (31000069)

## I. DESCRIPTION OF WORK

Positions in this banded class perform managerial work in a broadcast television, radio and emerging media environment, including technical and/or administrative supervision. They are responsible for providing creative leadership in producing and directing program segments, entire programs or series. This responsibility ranges from involvement with concept, content, funding/budget oversight to all pre-production, production and post-production activities. They may produce and anchor (serve as on-air talent) for programs or program segments, and develop in-depth reports/content on a wide variety of public affairs, information, education or a broad spectrum or other issues. They may act as on-air correspondents for special live coverage of major news or special events. They may conceptualize, write and produce compelling feature stories or direct the development, production and promotion of public affairs and information series. They review new projects to determine equipment needs, advise others on feasibility based on this determination and schedule equipment and staff. They may analyze programming data and reports and develop and manage the master program schedule for all channels/services. They may supervise post-production units, including editing, archiving, maintaining media libraries and closed captioning activities.

## II. ROLE DESCRIPTIONS BY COMPETENCY LEVEL

Contributing	Journey	Advanced
Positions at this level typically develop, research, produce, write, direct, edit and/or deliver segments of broadcast television, radio and emerging media programs. They may produce and direct programs following an established format. They may also perform various producing and directing roles on complex series as assigned.	Positions at this level typically develop, research, produce, write, direct, edit, and/or deliver moderately complex broadcast television, radio and emerging media programs or series. They may perform various producing and directing roles on highly complex broadcast television, radio or emerging media series. They may also develop multiple television or radio broadcast schedules under the guidance of a director/manager.	Positions at this level typically develop, research, produce, write, direct, edit, and/or deliver highly complex and dynamic broadcast television, radio and emerging media programs or series. They may manage work teams and staff. They may provide supervision and leadership to the staff involved. They may also manage the resource allocation and logistics for broadcast television, radio and emerging media production or post-production. They may analyze programming viewership data to develop strategic schedules and reports. Positions may manage the daily operations of a media outlet or serve as an operations manager.

**III. COMPETENCIES**

Competency	Definition
<b>Knowledge - Technical</b>	Knowledge of equipment capabilities and the generally accepted practices and principles inherent to broadcast television, radio and emerging media production. Ability to understand television, radio and emerging media production techniques. Knowledge of applicable FCC rules and regulations. Knowledge of current industry practices and standards.
<b>Creativity</b>	Ability to translate concepts into media products using artistic techniques, tools and talents.
<b>Communication</b>	Ability to present information to individuals or groups; ability to deliver presentations suited to the characteristics and needs of the audience. Ability to convey information clearly and concisely to groups or individuals either verbally or in writing to ensure understanding. Ability to listen and respond appropriately to others and to gather, analyze and disseminate information to the public.
<b>Planning, Organizing and Managing Work and Work Processes</b>	Ability to develop strategic plans, organizational structures and systems to fulfill organizational goals. Ability to identify opportunities; develop and implement solutions, and measure impact. Ability to plan work, develop and accomplish objectives. Ability to assign work, establish work guidelines and set the appropriate levels of quality and quantity of work. Ability to arrange and assign work for the efficient use of resources. Ability to analyze, measure and evaluate work processes, services and products to achieve organizational goals. Ability to review work and evaluate performance of others and to develop employees' competencies. Ability to redesign processes as needed using best practices to meet or exceed business needs. Supervision may include managing people, processes and/or work.
<b>Teamwork</b>	Ability to actively participate and contribute as a member of a management team to complete departmental or organizational goals and accurately convey information to others.
<b>Customer Service</b>	Ability to cultivate and maintain professional relationships with clients (those who supply talent, materials for talent, and those for whom professional services are rendered) or customers (those who receive services) by listening to the client/customer, and understanding and responding to identified needs.

Note: Not all competencies apply to every position/employee; evaluate only those that apply. Competency statements are progressive.

**IV. COMPETENCY STATEMENTS BY LEVEL**

**Knowledge – Technical**

Knowledge of equipment capabilities and the generally accepted practices and principles inherent to broadcast television, radio and emerging media production. Ability to understand television, radio and emerging media production techniques. Knowledge of applicable FCC rules and regulations. Knowledge of current industry practices and standards.

Contributing	Journey	Advanced
<p>Basic knowledge of the use and operation of a full range of broadcast media equipment used to produce television, radio and emerging media programming.</p> <p>Basic knowledge of applicable FCC rules and regulations.</p> <p>Knowledge of current industry practices and standards.</p>	<p>Working knowledge of the use and operation of a complete range of broadcast media equipment used to produce television, radio and emerging media programming.</p> <p>Working knowledge of applicable FCC rules and regulations.</p> <p>Working knowledge of current industry practices and standards.</p>	<p>Full knowledge of the use and operation of a complete range of broadcast media equipment used to produce television, radio and emerging media programming.</p> <p>Full knowledge of applicable FCC rules and regulations. Knowledge of current industry practices and standards.</p> <p>Knowledge of a broad spectrum of current and emerging media technologies used in production and post-production and the application of technology to produce creative content that fulfills programmatic goals.</p> <p>Ability to serve as a technical resource.</p>

**Definitions:**

*Basic knowledge* - The span of knowledge minimally necessary to complete defined assignments.

*Working knowledge* - The span of knowledge necessary to independently complete defined assignments to produce an effort or activity directed toward the production or accomplishments of the work objectives.

*Full knowledge* - The broad scope of knowledge on the job that is beyond journey competencies.

**Creativity**

Ability to translate concepts into media products using artistic techniques, tools and talents.

Contributing	Journey	Advanced
<p>Ability to apply established concepts and techniques in a creative manner to produce television, radio and emerging media programming.</p>	<p>Ability to recognize, determine, develop and/or manage the appropriate artistic techniques and talents required to produce television, radio and emerging media programs.</p>	<p>Ability to conceptualize, design, develop and deliver original complex media programs that reflect a comprehensive creative vision.</p> <p>Ability to set the creative tone for a project or program and manage the creative process across multiple teams.</p> <p>Ability to independently originate and design artistic approaches to produce the most sophisticated television, radio and emerging media programs, supported by comprehensive technical knowledge of state-of-the-art equipment.</p>

**Communication**

Ability to present information to individuals or groups; ability to deliver presentations suited to the characteristics and needs of the audience. Ability to convey information clearly and concisely to groups or individuals either verbally or in writing to ensure understanding. Ability to listen and respond appropriately to others and to gather, analyze and disseminate information to the public.

Contributing	Journey	Advanced
<p>Ability to convey technical and administrative information, artistic and aesthetic concepts verbally and in writing in order to direct and interact with internal staff, team members, supervisors and others.</p>	<p>Ability to select and effectively convey standard technical information, administrative information and artistic and aesthetic concepts verbally and in writing when working with internal staff, team members, management, clients and the public.</p>	<p>Ability to effectively lead and manage internal staff or team members by originating, selecting and conveying comprehensive administrative, technical, artistic and aesthetic concepts verbally and in writing to achieve the desired outcome.</p> <p>Ability to build and maintain management awareness and support.</p>

**Planning, Organizing and Managing Work and Work Processes**

Ability to develop strategic plans, organizational structures and systems to fulfill organizational goals. Ability to identify opportunities; develop and implement solutions, and measure impact. Ability to plan work, develop and accomplish objectives. Ability to assign work, establish work guidelines and set the appropriate levels of quality and quantity of work. Ability to arrange and assign work for the efficient use of resources. Ability to analyze, measure and evaluate work processes, services and products to achieve organizational goals. Ability to review work and evaluate performance of others and to develop employees' competencies. Ability to redesign processes as needed using best practices to meet or exceed business needs. Supervision may include managing people, processes and/or work.

Contributing	Journey	Advanced
<p>Ability to utilize organizational skills to develop employee or project work plans and accomplish established goals and outcomes. Ability to oversee completion of assigned projects/programs.</p> <p>Ability to complete assignments according to plan.</p>	<p>Ability to work independently, as a manager, or a team member and apply judgment in developing, organizing and executing plans and moderately complex projects.</p> <p>Ability to manage change in a dynamic environment.</p>	<p>Ability to work independently, as a manager, or a team member and apply judgment in developing, organizing and executing plans and highly complex projects.</p> <p>Ability to effectively lead and manage others in a dynamic environment.</p> <p>Ability to independently develop contingency plans for resources and materials in anticipation of change.</p>

**Teamwork**

Ability to actively participate and contribute as a member of a management team to complete departmental or organizational goals and accurately convey information to others.

Contributing	Journey	Advanced
<p>Ability to effectively lead and manage work activities and apply knowledge and expertise to achieve project goals.</p>	<p>Ability to effectively lead and manage work activities by sharing expertise, providing guidance, knowledge and information to team members in order to achieve project goals.</p> <p>Ability to inform and involve management as needed.</p>	<p>Ability to effectively lead and manage work activities by sharing expertise, providing guidance, knowledge and information to team members and senior management in order to achieve project and organizational goals.</p> <p>Ability to participate in organization-wide strategic planning and development activities as assigned.</p>

**Customer Service**

Ability to cultivate and maintain professional relationships with clients (those who supply talent, materials for talent, and those for whom professional services are rendered) or customers (those who receive services) by listening to the client/customer, and understanding and responding to identified needs.

Contributing	Journey	Advanced
<p>Ability to cultivate and maintain professional relationships with internal and external customers consistent with best practices and organizational strategic goals.</p> <p>Ability to demonstrate professionalism when responding to or providing solutions to customers, co-workers and others.</p>	<p>Ability to take initiative and action that will ensure customer satisfaction in all phases of operation.</p> <p>Ability to identify and resolve issues that may negatively impact customer service.</p> <p>Ability to understand and cultivate professional relationships with internal and external customers consistent with best practices and organizational goals.</p>	<p>Ability to develop organizational standards and best practices for professional relationships with existing and new internal and external customers.</p> <p>Ability to monitor and ensure adherence to established organization standards.</p> <p>Ability to identify and resolve organization-wide customer service issues.</p> <p>Ability to model and promote positive customer service relationships with internal and external customers.</p>

**V. MINIMUM TRAINING & EXPERIENCE**

High school diploma or equivalency and four years of progressive experience in a broadcast television, radio and emerging media environment, of which one year is supervisory; or equivalent combination of training and experience.

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