

MANAGER, BROADCAST SERVICES

DEFINITION

Under general direction, plans, organizes, manages, and provides administrative direction and oversight for all functions and activities of the Broadcast Services Department of the Technical Services Division. Principle responsibilities include oversight and management of television and radio production facilities including the remote television production trailer and the television studio, oversight and management of video production and post-production activities for internal and external clients, technical support and maintenance of radio production facilities and labs, and management of video captioning, distribution and archiving for the College. Manages the effective use of College and department resources to improve organizational and instructional productivity, support of new learning technologies, and customer service; provides highly complex and responsible support to the Director, Technical Services in areas of expertise; and performs related work as required. Coordinate and ensure appropriate management, support, and direction of all staff in the Broadcast Services Department. This is an overtime exempt position.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Director, Technical Services. Exercises direct and general supervision over professional, technical, and administrative support staff through subordinate levels of management and supervision.

CLASS CHARACTERISTICS

This is a management classification responsible for all activities of designated broadcast production operations within the Technical Services Department. Responsibilities include performing diverse, specialized, and complex work involving significant accountability and decision-making responsibility. The Incumbent organizes and oversees day-to-day production and support activities and is also responsible for providing professional-level support to the Director, Technical Services in a variety of areas. Successful performance of the work requires an extensive broadcast production and project management background, as well as skill in coordinating departmental work with that of other departments. This class is distinguished from the Director, Technical Services in that the latter has overall responsibility for all functions of the Technical Services Division and for developing, implementing, and interpreting policy and procedures.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

1. Plans, manages, and supervises the daily functions, operations, and activities of the Broadcast Services Department. Provides complex broadcast engineering support services for other departments within Technical Services including Performing Arts Operations, Media Services, and Event Services.
2. Supervises the design, management, procurement, installation, programming, and maintenance of the campus broadcast technology, including broadcast production systems installed in classrooms, assembly spaces, conference rooms, and offices. Consults with end users, architects, engineers and project managers regarding new and upgraded broadcast production systems for all spaces on campus.
3. Manages and participates in the development and implementation of goals, objectives, policies, and priorities for the assigned function; recommends and administers department policies and procedures.
4. Participates in the development, administration, and oversight of the assigned budget; controls and authorizes expenditures in accordance with established limitations.
5. Evaluates, designs and recommends systems, equipment, materials, and staffing needs for assigned operations and projects; prepares detailed cost estimates with appropriate justifications; coordinates purchases and monitors and ensures adequate inventory levels of required supplies and equipment.

6. Develops and standardizes procedures and methods to improve and continuously monitor the efficiency and effectiveness of assigned programs, service delivery methods, and procedures; assesses and monitors workload, administrative and support systems, and internal reporting relationships; identifies opportunities for improvement and makes recommendations to the Director, Technical Services.
7. Selects, trains, motivates, and directs assigned personnel; evaluates and reviews work for acceptability and conformance with department standards, including program and project priorities and performance evaluations; works with employees on performance issues; implements discipline and termination procedures; responds to staff questions and concerns.
8. Oversees the administration and maintenance of the College's broadcast production infrastructure; researches, recommends, and approves College broadcast technology related purchases; provides implementation support; develops long-term broadcast systems strategies to plan for and control upgrades and growth; develops current and future technology standards; evaluates and implements new technologies; and encourages innovation among technical staff in the utilization and implementation of ideas and techniques.
9. Resolves complex broadcast engineering related problems as they occur; provides high-quality internal customer service to ensure timely technical support, installation, maintenance, and repair of broadcast systems and equipment.
10. Advises, provides guidance, and prepares and delivers presentations on issues pertaining to broadcast technology and infrastructure operations and services.
11. Maintains and directs the maintenance of working and official departmental files.
12. Monitors changes in regulations and technology that may affect assigned functions and operations; implements policy and procedural changes after approval.
13. Learns and applies emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.
14. Researches, interprets, applies and ensures compliance with state and federal regulations pertaining to assigned areas of responsibility, including Federal Communications Commission (FCC) rules and regulations and Title 17 of the United States Code (Copyright Law).
15. Provides a working and learning environment that is free from prohibited discrimination, harassment and retaliation (DHR), and provided by applicable law and College policies. Attends College mandated DHR training and participates in DHR investigations as directed. Assist in providing information and resources to individuals who bring forward DHR complaints and reporting possible DHR complaints to the Director, Equal Employment Opportunity Programs in Human Resources and other appropriate authority as necessary.
16. Performs other related duties as assigned.

QUALIFICATIONS

Knowledge of:

1. Engineering, design and systems management principles for modern, complex broadcasting systems including streaming media systems, sophisticated broadcast production systems, digital editing systems and other systems operated by the department.
2. Administrative principles and practices, including goal setting, program development, project management, implementation, and evaluation.
3. Budget development, administrative practices, and organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs.
4. Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.
5. Principles and practices of broadcast systems engineering and management.
6. Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures relevant to assigned programs, projects, and operations.

7. Methods and techniques for the development of presentations, business correspondence, and information distribution; research and reporting methods, techniques, and procedures.
8. Modern office practices, methods, and computer equipment and applications.
9. Principles and procedures of record keeping and report preparation.
10. English usage, spelling, vocabulary, grammar, and punctuation.
11. Techniques for providing a high level of customer service by effectively dealing with the public, vendors, students, and College staff, including individuals of various ages, disabilities, socio-economic and ethnic groups.

Skills & Abilities to:

1. Provide administrative, engineering and professional leadership and direction for assigned operations and activities.
2. Prepare and administer project budgets; allocate limited resources in a cost effective manner.
3. Organize, manage, implement, and maintain efficient and effective automated systems to ensure the reliability and integrity of broadcast systems on campus.
4. Interpret, apply, explain, and ensure compliance with Federal, State, and local policies, procedures, laws, and regulations.
5. Plan, organize, direct, and coordinate the work of professional and technical personnel as well as contractors and consultants; delegate authority and responsibility.
6. Select, motivate, and evaluate the work of staff and train staff in work procedures.
7. Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
8. Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
9. Manage complex engineering projects, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
10. Establish and maintain a variety of filing, record keeping, inventory and tracking systems.
11. Interpret, apply, and explain applicable Federal, State, and local policies, procedures, laws, and regulations.
12. Operate modern office equipment including computer equipment and specialized software applications programs.
13. Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
14. Use English effectively to communicate in person, over the telephone, and in writing.
15. Understand scope of authority in making independent decisions.
16. Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures.
17. Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to an Associate's degree from a regionally accredited college or university with major coursework in broadcast engineering or a related field and five (5) years of experience in the design, installation, maintenance and administration of complex broadcast production systems and related equipment.

Preferred Qualifications:

- Experience in the design and administration of broadcast production systems using Evertz control and routing components including Magnum Server and VIP Multiviewers

- Experience implementing and managing video switching technology provided by Grass Valley Systems

Licenses and Certifications:

- Possession of, or ability to obtain, a valid California Driver's License by time of appointment.
- Possession of, or ability to obtain, a valid Federal Emergency Management Training certificate.

PHYSICAL DEMANDS

Must possess mobility to work in a standard video, audio, media, and broadcast production setting and use standard equipment, including a computer, cameras, lighting equipment, and recording, editing, and duplicating systems; operate a motor vehicle and visit various College sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate above-mentioned equipment. Positions in this classification bend, stoop, kneel, reach, climb, and walk on uneven surfaces to participate in production activities; and push and pull drawers open and closed to retrieve and file information. Incumbents must possess the ability to lift, carry, push, and pull materials and objects, typically weighing up to 50 pounds, and occasionally heavier weights with the use of proper equipment.

ENVIRONMENTAL ELEMENTS

Incumbents work in standard video, audio, media, and broadcast production environments with moderate to loud noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances; may be exposed to electrical hazards. Incumbents may occasionally work outdoors for assigned events and be exposed to loud noise levels, cold and/or hot temperatures, and dust, fumes, and allergens. Incumbents may interact with staff, students, and/or the public in interpreting and enforcing departmental policies and procedures.