

DIRECTOR OF COMMUNICATIONS AND MEDIA*

DISTINGUISHING FEATURES OF THE CLASS: This is technical work of a complex nature involving the responsibility for the planning, implementation, coordination of cable production for pre-and post-production work for Public Access Education Government television and all social media. The incumbent of this position is responsible for the operation of all phases of cable production including script, audio, lighting, cameras, sound, graphics, editing, etc. The work is performed under the general supervision of a higher-level Administrator. Does related work as required.

TYPICAL WORK ACTIVITIES:

Coordinates, plans, and implements all phases of cable production for Public Access Government Television and video production for social media platforms;
Coordinates scheduling web and tv channels and social media platforms such as Twitter, Facebook, YouTube, etc. used by community groups such as libraries, schools, volunteer and not for profit Organizations;
Creates and maintains an on-air Community Bulletin Board;
Programs town cable access channel;
Monitors design and strategy trends for social media tools, applications in relation to TV and web channels and social media platforms;
Serves as Director, Producer, Editor and Camera Operator for on-air presentations, social media platforms, prepares videos for broadcast; tapes broadcast;
Serves as the town advocate for all social media platforms, engages in dialogues and addresses Questions;
Schedules and oversees the programming and installation of hardware and software equipment;
Schedules on-air announcements;
Oversees broadcast studio and is responsible for all equipment maintenance including converting VCR programming to DVD programming;
Works with cable tv provider on technical problems related to access;
Complies reports for supervisor review;
Maintains production records;
Assists in developing budget for the purchase of cable equipment and makes recommendations for future video and cable equipment purchases;
Uses computer applications or database software in performing work assignments.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of the principles and practices involved in public access broadcasting; good knowledge of FCC regulations; good knowledge of broadcast equipment; ability to produce and direct electronic news gathering/electronic field production, camera remotes and studio television productions; ability to use computer applications such as spreadsheets, calendar, and database software; ability to communicate effectively, both orally and in writing; ability to work under pressure; physical condition commensurate with the demands of the position.

(over)

MINIMUM QUALIFICATIONS: Graduation from high school or possession of and equivalency_diploma and six (6) years of experience in Public Access Television, Telecommunications, Media Operations or Production, Broadcasting or Media Instruction.

NOTE:

1. An Associate degree in Telecommunications, Television, Radio Broadcasting, or related field and four (4) years' experience in Public Access Television, Telecommunications, Media Operations or Production, Broadcasting, or Media Instruction, or
2. A Bachelor's degree in Telecommunications, Television or Radio Broadcasting, or related field and two (2) years' experience in Public Access Television, Telecommunications, Media Operations or Production, Broadcasting, or Media Instruction.

*This reflects a retitling of Cable Access Technician.