



Position Description

CATV PROGRAMMING COORDINATOR

DEFINITION

Under general administrative direction, position is responsible for planning, organizing, managing and directing the programming and production related operations of the government and education cable channels. This will include oversight of staff and volunteers in the performance of assigned duties as well as performing programming, production, and administrative duties necessary for the efficient operation of the channel(s). Programming is centered around City Council meetings, meetings of various City boards and commissions, forums, a community bulletin board, public service announcements, public information and education materials, training, special events (school sports and events, and community activities etc.) Position also performs other related duties as assigned.

SUPERVISION RECEIVED/EXERCISED

Position is directly supervised by Director of CATV but may also receive direction from the CATV Business Manager. Position will directly supervise and manage employees, part-time employees, students, interns and volunteers involved with programming activities.

DISTINGUISHING CHARACTERISTICS

This is a professional and technical level position responsible for the production of local origination programming. This position supervises subordinate employees and volunteers. This position is responsible for compliance with local, state and federal statutes, rules and regulations applicable to CATV operations. This is a Fair Labor Standards Act exempt position.

EXAMPLES OF DUTIES (Illustrative only)

Assists in planning, directing, and coordinating the operations of the local origination cable television channels, including scheduling, continuity, production, publicity and programming; establishes and maintains liaison with national cable organizations, cable companies, production vendors, other city departments, other government agencies, and the public relating to the cable channel(s); consults and provides technical support to other City departments and community organizations on cable production issues; sets up technical equipment for cablecast video programs; coordinates equipment

availability and taping of special events; edits materials on video tape and monitors quality of City's TV channel; actively participates in programming and oversees all materials and equipment assignments as required for local origination cablecasts; prepares production activity and other reports related to cable channel operation and State and Federal requirements; supervises the installations, repair, and maintenance of production equipment; develops, coordinates and maintains volunteer program and student/schools program; conducts on-the job training; identifies training needs; recommends equipment selection for the cable television production facility, mobile facility, and off-site locations; performs other duties as assigned.

ESSENTIAL JOB FUNCTIONS

Ability to operate a local origination cable television channel in accordance with related regulations and City policies; communicate effectively both orally and in writing, regularly lift and move bulky equipment over weighing over 50 pounds; hand and finger dexterity for operation of equipment; ability to read text, visual capability to analyze color quality; ability to drive a motor vehicle; ability to operate equipment in confined spaces for long periods of time.

MINIMUM QUALIFICATIONS:

Knowledge of:

Principles and techniques of television programming; sources of public television programming, structure and operations of a cable television system; FCC rules and regulations pertaining to system operations; operation of standard industrial quality television equipment and cameras.

Ability to:

Analyze technical problems and adopt effective courses of action; research and develop program ideas and concepts; establish and maintain cooperative working relationships.

EDUCATION AND EXPERIENCE

Any combination of education and/or experience that has provided the knowledge, skills and abilities necessary for successful job performance is acceptable. A typical way to obtain the knowledge and abilities would be:

Education:

Associate of Arts degree in video production or related field. A Bachelor's degree in a related field is desirable.

Experience:

Two (2) years experience as a videotape editor, technical director, video cameraperson, or studio director, including at least six (6) months as a lead worker responsible for subordinate staff. Supervisory experience is desirable.

Example combinations include completion of college curriculum with a major in telecommunications or related field, and one year of responsible experience in production, direction, and administration of cable television operations.

TOOLS/EQUIPMENT USED

Car or truck, telephone, fax, personal computer, (assist with technical video equipment)

LICENSE REQUIRED

Possession of and/or ability to obtain and maintain a valid Class C California driver's license.

PHYSICAL CONDITIONS

Incumbent is often required to drive self and equipment from location to location within City and move, lift, or otherwise haul bulky camera and other equipment weighing in excess of 50 pounds from vehicle to video production site. Occasionally required to climb ladders and work on a light grid. Appropriate hand eye coordination and manual dexterity to operate equipment is required.

WORK ENVIRONMENT

Incumbent is required to work in various settings, office, studio, remote trailer production facility, outdoors and field locations. Work may require that the incumbent work in small and confined spaces for a period in excess of four (4) hours at a time. A flexible work schedule is required due to the number of evening meetings and weekends, which generate local origination programming opportunities.

Effective Date: October 14, 1996

Resolution Number: 1996-38

Revision History: