

CITY OF TOPPENISH

Class Specification

Title: Community Television Manager

Department: Executive

Reports To: City Manager

FLSA Status: Exempt

Salary: Grade 3 (\$5,081 to \$6,605)

Union Status: Non-Union

Effective Date: September 8, 2022

General Summary

Provide general management and direction for the operation of community access channels and studio. Responsible for the production and playback of programming and the supervision and training of employees, community producers and volunteers. Recommend and purchase equipment for facilities. Develop annual budgets. Provide a variety of administrative and technical support to ensure delivery of television programming. Reports to the City Manager.

Essential Functions/Major Responsibilities

- Responsible for the management and operation of two community access channels and related studio facilities.
- Record council meetings for the cities of Toppenish, Wapato, and Granger, from the recording studio or through attendance at the meetings. Work with translator to translate council meetings
- Manage, supervise, and train employees and volunteers in the usage of television equipment.
- Install equipment to meet publication objectives.
- Produce, program, and oversee weekly programming schedule.
- Supervise and execute studio, remote and live productions.
- View monitor television and computer monitors.
- Edit programs to ensure fit within programming schedule and guidelines.
- Recruit volunteers as needed.
- Provide administrative support to meet primary objectives.
- Responsible for the management and operation of the MidValley Television web hosting and email exchange operation.
- Stay abreast of current technology, trends, and industry changes through on-going training and self-study.
- Serve on a variety of community boards and committees.
- Provide advertising, promotional, and public relations support.
- Update and monitor the city's Facebook page and webpage.
- Perform other related duties as assigned.

Job Scope

Position encounters frequent new and varied work situations. Job involves a high degree of complexity largely because of changes in equipment and production technology. Operate from established and well-known procedures and policies. Performs duties independently with minimal supervision. Work is normally verified or checked by others including the City Manager. Errors in work or judgment could damage the image of the city, result in station down time, affect the ability to disseminate information to the public, or have adverse financial effects. Decisions are made within City organization policy constraints. Job has partial budgetary preparation/compliance accountability with an operating budget of between \$50,000 and \$100,000. Totally accountable for control of capital assets valued between \$100,000 and \$250,000. Partially accountable for long-range operational and strategic planning.

Supervisory Responsibility

Position supervises temporary employees, community volunteers, high school interns and/or contractors.

Interpersonal Contacts

Contacts are normally made with others both inside and outside of City government. Contacts frequently concern issues dealing with code review, departmental meetings, website development, marketing, video programming, equipment, partnership development and inventory. Contacts frequently contain confidential/sensitive information necessitating discretion at all times. Most contacts are verbal in nature, are made via the telephone and are with those who are city customers. Contacts are usually made on own initiative.

Specific Job Skills

Possess an excellent knowledge of television community broadcasting. Ability to manage and execute all facets of a television station including program planning, scheduling, and broadcasting. Possess strong written and verbal communications skills. Ability to operate a variety of office and television equipment. Ability to speak and write English. Possess strong interpersonal skills, the ability to use discretion in all contacts and possess the capacity for teamwork. Mental activities include decision making, applying interpersonal and customer service skills, instructing abilities, and negotiation skills. Must possess a sense of creativity. Physical activities require seeing, sitting, talking, reaching, hearing, handling, grasping, repetitive motions of hand/wrists, keyboarding, and walking. Job may require lifting or carrying up to 30 pounds.

Education and/or Experience

Position requires an associate degree or equivalent specializing in Communications or a related discipline and a minimum of two years broadcasting related experience or equivalent education and/or experience. A class 3 broadcast license is desired.

Job Conditions

Position requires substantial work outside a regular 40 hour, Monday thru Friday workweek, including attendance at evening meetings, weekend events, and being in an "on-call" status. Position requires constant standing and extensive close work. Exposed to constant noise levels.

APPROVED



Debbie Zabel, City Manager

