



Program/Content Coordinator, KVCR

Classified Range: 48

Board Approved: 11/18/21 P. 1|4

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job; however, any additional duties will be reasonably related to this class.*

SUMMARY DESCRIPTION

Oversees and participates in the day-to-day coordination, programming, and broadcasting operations of the District's television or radio station.

SUPERVISION RECEIVED AND EXERCISED

Receives limited direction from appropriate supervisor; refers only unusual decisions to supervisor. May provide technical and functional direction to assigned student workers.

REPRESENTATIVE DUTIES

The following duties are typical for this classification.

1. Identifies and reviews content; schedules programming from a wide variety of sources that meets established station criteria and Federal Communications Commission (FCC) regulations and public media standards; ensures station automation is programmed and working correctly.
2. Works closely with management on annual program acquisitions; provides recommendations for the development of long-range programming goals and objectives.
3. Previews and reviews summaries of a large number of available programs to determine appropriateness, content, and costs; compiles and prepares written evaluations on programs.
4. Writes, reviews, edits, and distributes and updates a variety of broadcast and digital content.
5. Consults and coordinates with program suppliers, representatives of other stations, community groups, other media outlets, faculty and staff on matters related to programming, public information, and program copyright.
6. Receives and responds to inquiries and requests in a courteous manner; provides information within the area of assignment; resolves complaints in an efficient and timely manner.
7. Responds to emergency calls to resolve programming or operational programs that may occur during broadcast hours.
8. Coordinates and oversees the use of broadcast equipment and software; develops equipment workflow and procedures for broadcast and promotional requirements.
9. Designs, produces, and maintains a variety of schedules, documents, and/or logs related to area of assignment; researches, organizes, and maintains records on a wide variety of program sources.
10. Produces and/or assists in the production of television and/or radio programs as assigned.
11. Participates in the coordination of broadcasts, fundraising, and promotions activities and events.
12. Performs other duties related to the primary job duties.



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MINIMUM QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

CORE COMPETENCIES:

Analyzing and Interpreting Data

- Apply sorting, coding and categorizing rules
- Analyze data
- Read reports
- Draw meaning and conclusions from quantitative and/or qualitative data

Customer Focus

- Attending to the needs and expectations of customer
- Seeks information about the immediate and longer term needs of the customer
- Anticipates what the customer may want or expect in a product or service
- Works across organizational boundaries to meet customer needs **

Reading Comprehension

- Understanding and using written information
- Knows the meaning of printed words; comprehend the literal meaning of text
- Make interpretations, applications, deductions, inferences, extrapolations from written information **

Professional and Technical Expertise

- Applying technical subject matter to the job **
- Knows the rudimentary concepts of performing the essential technical operations

Critical Thinking

- Analytically and logically evaluates information to resolve problems
- Follow guide, SOP or other step by step procedures for locating the source of a problem and fixing it
- May detect ambiguous, incomplete, or conflicting information or instructions**

Attention to Detail

- Focusing on the details of work content
- Shows care and thoroughness in adhering to process and procedures that assure quality
- Applies knowledge and skill in recognizing and evaluating details of work**
- Applies skilled final touches on products



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Using Technology

- Working with electronic hardware and software applications
- Using basic features and functions of software and hardware
- Experiments and finds novel uses for standard features and functions **
- Adds, improves, modifies, or develops features and functionality**

Team Work/Involving Others

- Collaborating with others to achieve shared goals
- Engages others for suggestions and ideas

Writing

- Communicating effectively in writing
- Using correct writing mechanics including spelling, vocabulary, grammar, syntax, punctuation, capitalization, sentence structure
- Logically orders and structures ideas and progression of thought

Adaptability

- Responding positively to change and modifying behavior as the situation requires**
- Accept and adjust to changes and the unfamiliar

Innovation

- Imagining and devising new and better ways of doing things**
- Fix what is broken; find solutions and fixes with resources at hand
- Finds new approaches to performing familiar tasks
- Create and invent new ideas; envision the unexpected, unexplored, untried**

Listening

- Comprehend and verbal instructions and orally presented information
- Recalls or retrieves key points in a conversation
- Listen actively by rephrasing others' input cogently and accurately**

Valuing Diversity

- Shows acceptance of individual differences
- Welcomes input and inclusion of others who may be different from oneself
- Shows understanding and empathy for the challenges of groups seeking inclusion or dealing with perceived discrimination

***Lead, Advanced or Senior Level Positions*



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Education and Experience Guidelines

Education/Training:

A Bachelor's degree from an accredited college or university with major course work in broadcasting, communications, journalism, English, or a related field.

Experience:

Four (4) years of experience that includes traffic, acquisitions, and/or program scheduling.

EQUIVALENCY PROVISION:

In the absence of a Bachelor's degree from an accredited college or university with major course work in broadcasting, communications, journalism, English, or a related field, an Associate's degree and six (6) years of experience that includes traffic, acquisitions, and/or program scheduling is qualifying.

In the absence of an Associate's degree from an accredited college or university with major course work in broadcasting, communications, journalism, English, or a related field, the equivalent of completion of high school and eight (8) years of experience that includes traffic, acquisitions, and/or program scheduling is qualifying.

DESIRED EDUCATION/EXPERIENCE

Experience in a Corporation for Public Broadcasting (CPB) qualified public media organization.

License or Certificate:

Possession of a valid driver's license.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Work is performed primarily in a standard office setting; travel from site to site.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to occasionally lift, carry, push, and/or pull light to moderate amounts of weight up to 35 pounds; to occasionally lift, carry, push, and/or pull heavier amounts of weight with or without assistance; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and to operate assigned equipment.

Hearing: Hear in the normal audio range with or without correction.