



Traffic Coordinator, Television

Classified Range: 42

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

Performs a variety of duties to maintain the accuracy and integrity of broadcast channels' scheduling.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from appropriate supervisor; checks with supervisor regarding non-routine assignments. May provide technical and functional direction to assigned student workers.

REPRESENTATIVE DUTIES

The following duties are typical for this classification.

1. Prepares, updates and corrects daily broadcast logs detailing all aspects of operations including all program information, station identification, general support announcements, public service announcements, program promotion, and other information required by Federal Communications Commission (FCC) regulations.
2. Schedules recording of programs from satellite receivers for later broadcast and programs for instructional broadcast operations; ensures all material scheduled for broadcast has been received; approves and schedules dubs of programs.
3. Maintains the accuracy and integrity of broadcast channels by ensuring that the programs and station break material are obtained, recorded, scheduled, and available for broadcast on all KVCR digital channels.
4. Maintains the accuracy and reliability of ProTrack records for program material scheduled to broadcast and/or record material that has been recorded and program material that has been broadcast.
5. Organizes and maintains program library.
6. Enters data into the traffic scheduling system of all program and interstitial materials including promos, underwriter credits, IDs, and special event spots.
7. Collaborates with other staff to write and edit copy to promote station, programs, or public service announcements; works with staff to establish promotion priorities and broadcast plans.
8. Provides feedback in production and editing of local TV programs as needed including on-air spots, station breaks, and programming.
9. Serves as System Administrator for ProTrack program and operations; coordinates maintenance, upgrades and user access.
10. Provides input and makes recommendations during budget development process.
11. Assists in the maintenance of content library; maintains records of recorded national or regional programs.
12. Prepares and maintains a variety of reports, records and logs, including broadcast affidavits; ensures logs are kept in accordance with FCC rules and regulations.



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13. Performs other duties related to the primary job duties.

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:

Environmental Exposure Tolerance

- Performing under physically demanding conditions
- Accepts and endures the necessity of working in unpleasant or physically demanding conditions
- Shows established adaptation and performance under unpleasant or physically demanding conditions

Safety Focus

- Showing vigilance and care in identifying and addressing health risks and safety hazards
- Maintains high level of conscientious safety practice

General Physical Ability

- Using strength, endurance, flexibility, balance and coordination
- Applying motor and perceptual abilities requiring no specific technique, training or conditioning

Professional and Technical Expertise

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

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**

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**



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Informing

- Proactively obtaining and sharing information

Mechanical Insight

- Chooses the right tool for the job
- Applies principles of mechanical advantage to get the work done
- Follows step-by-step assembly procedures, troubleshooting guides, and simple diagrams

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 **

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

Using Technology

- Working with electronic hardware and software applications
- Using basic features and functions of software and hardware

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*

Education and Experience Guidelines

Education/Training:

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

Experience:

Two (2) years of television experience in the areas of continuity, traffic, and/or promotion work.

License or Certificate:

Possession of a valid driver's license.



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EQUIVALENCY PROVISION

In the absence of a Bachelor's degree from an accredited college or university with major course work in communications, journalism, English, or a related field, an Associate's degree and four (4) years of television experience in the areas of continuity, traffic, and/or promotion work is qualifying.

In the absence of an Associate's degree from an accredited college or university with major course work in communications, journalism, English, or a related field, equivalent to the completion of high school and six (6) years of television experience in the areas of continuity, traffic, and/or promotion work is qualifying.

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 25 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.