



Associate General Manager, Director of Operations, Production & Technology

Management Range: 21

Board Approved: 10-10-2019 P. 1|5

*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

Under the administrative direction of the *General Manager-Executive Director of Broadcast Media Systems*, the *Associate General Manager-Director of Operations Production and Technology* manages the operations of EMPIRE | KVCR's Radio, Television, Digital and News properties to include but not limited to the supervision of assigned staff, budget administration, planning and programming, oversight of engineering, compliance and digital ecosystems. Additional areas of oversight include OTT, VOD, SVOD, AVOD, Live Streaming, mobile applications, social media, technical management, equipment, signal expansion, marketing, and academic pathway support.

The *Associate General Manager, Director of Operations & Broadcast Media Systems* creates and executes the long-range plans for the stations budgetary, technical, brand, broadcast, production, studio operations, digital and content strategies. This position is establishes benchmarks and analyzing station data to develop and assist in the strategic planning and direction, whereby ensure maximum efficiency, ratings, and revenue across all platforms.

REPRESENTATIVE DUTIES

The following duties are typical for this classification.

1. Plans and directs the activities related to public media operations of EMPIRE | KVCR.
2. Oversees and participates in the management of a "dual licenses" public broadcast station.
3. Oversee, lead, coordinate and motivate peers, volunteers, staff, and student workers.
4. Guides and directs the hiring, evaluation, promotion and termination of full-time Management, Classified and (Professional Experts) part-time employees.
5. Meets, coordinates and consults with operational board and stakeholder groups.
6. Analyzes the programming needs of the public and creates the content aligned with Federal Communications Commission ("FCC") rules and regulations and EMPIRE | KVCR ethics, standards and policies; assigns producers, managers and assistant managers to develop and implement programs.
7. Ensure program content complies with Federal Communications Commission ("FCC") rules and regulations and EMPIRE | KVCR ethics, standards and policies.
8. Plans and organizes the operation of the television channel in accordance with Federal Communications Commission ("FCC") rules and regulations and EMPIRE | KVCR ethics, standards and policies.
9. Establish department goals, objectives and strategies; develop and implement programs and activities to accomplish goals, foster EMPIRE | KVCR's position in the market and improve the operations.
10. Analyze problems, identify alternative solutions, forecasts consequences of proposed actions and implement recommendations in support of station goals.



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11. Participate in the development and administration of goals, objectives, and procedures for assigned areas. Gather and analyze data and situations and make appropriate decisions.
12. Establish policies, procedures, and goals for the broadcast and digital channels by estimating station growth needs for content and technology; including ATSC 3.0 and tower related infrastructure activities.
13. Direct and coordinate all phases of program production including development, writing, digital delivery, and social strategies.
14. Ensure the brand is used correctly and appropriately across the public media system and other district and divisional partners.
15. Will define operational priorities, and drive flawless performance identifying risks early, planning contingencies and reacting to issues in real-time to solve problems.
16. Attends conferences, meetings and industry events, monitoring all public broadcast activities; use this information to make any necessary improvements that will enhance programming format and operations.
17. Develop, plan and coordinate community service programming and operations of the television channels resulting in high-quality broadcasting services to Inland Southern California and the nation.
18. Confers and participates with the Fundraising, Membership and Development departments regarding special programs, events, pledge and fundraising activities.
19. Anticipates, prevents and resolves difficult and/or sensitive inquiries, conflicts and complaints.
20. Establish and maintain high broadcasting standards.
21. Collaborative partner with other teams and stakeholders in pursuit of shared objectives.
22. Serve as a partner and resource for member stations, internal departments, and other stakeholders to implement co-branded content across all platforms.
23. Lead effort with PBS producers and partners to align on co-branding to build stewardship across the EMPIRE | KVCR content ecosystem.
24. Inspire and empower staff, stations, producers, and others to leverage and optimize brand in their daily work.
25. Direct strategy and brand vision with senior leadership and internal stakeholders.
26. Leverage brand research and audience insights to identify, develop, strengthen and evolve brand identity across digital and traditional platforms.
27. Provide strategic leadership, reporting and guidance to the cross-functional district and division partners.
28. Prepares, maintains and submits reports, licenses, and applications to relevant state and federal agencies.
29. Performs related duties as required.

ADMINISTRATION DUTIES

The *Associate General Manager-Director of Operations, Production and Technology*, in coordination with the *General Manager-Executive Director*, implements EMPIRE | KVCR's administrative, budgeting, digital, technical, strategic and production processes and functions. The *Associate General Manager-Director of Operations*,



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Production and Technology will aim to spend budgets as effectively as possible and suggested spending priorities on staffing, productions, technology milestones and equipment needs for the next fiscal year.

STATION AND COMMUNITY OUTREACH

The *Associate General Manager-Director of Operations, Production and Technology* maintains an ongoing effective relationship with various EMPIRE | KVCR departments, the Community College District, Strategic Partners, and the local community. The *Associate General Manager-Director of Operations, Production and Technology* will be asked to make appearances at various EMPIRE | KVCR events as appropriate. S/he will participate in fundraising for the station as well as make an appearance on the stations' behalf for the purpose of growing brand awareness.

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.

Knowledge of:

- Principles and techniques of producing and directing live and taped television programs in the studio or in the field.
- Principles of supervision, training and performance evaluation.
- Principles and practices of budgeting and purchasing.
- Fiscal preparation and administration, including concepts, methods, techniques, and practices in underwriting.
- Principles and practices of satellite broadcasting procedures and protocols.
- Principles and practices of program development and administration. On-Air methods, techniques, principles, procedures, and processes.
- The resources, principles, and methods of researching program topics.
- Working knowledge of print, online, digital, social, on-air production terms and processes.
- Understanding of media industry and the nonprofit sector.
- Public television organizational structures, workflows, systems and operating procedures and processes.
- Pertinent federal, state, and local laws, codes, and regulations; including Federal Communications Commission ("FCC") rules and regulations pertaining to station operations.
- Developing trends in media, including OTT, Mobile, Livestreaming and emerging technologies.
- Office procedures, methods, and equipment including computers and media relevant software applications.

Ability to:

- Manage multiple, complex projects simultaneously in a sometimes fast-paced, dynamic environment.



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- Be a strong diplomatic leader, team manager, mentor, enthusiastic brand champion and ambassador.
- Grasp high-level branding and positioning concepts and translate them into actionable strategies and tactics.
- Collaborate with cross-functional teams to amplify the brand message across all media and various audiences.
- Bring teams to consensus and move projects forward;
- Make quick, but informed decisions.
- Act independently and confidently, flexible with evolving priorities.
- An iterative learner who will ensure knowledge from various parts of any and all projects are incorporated into future plans and communicated to relevant parties.
- Collaborative partner with other team members and stakeholders in pursuit of shared objectives.
- Demonstrate sensitivity to, and understanding of, the diverse academic, socioeconomic, cultural, and ethnic backgrounds of community college students and personnel, including those with physical or learning disabilities.
- Demonstrate professionalism, fairness, and honesty in all aspects of the performance of duties.
- Develop interpersonal relationships with a diverse audience.
- Make decisions using independent judgment and discretion.
- Organize, prioritize and schedule projects and/or other work assignments.
- Provide leadership based on ethics and principles as they relate to public broadcast functions and operations.
- Promote an organizational culture that values creativity, open communication, diversity, and tolerance.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Plan and organize work to meet changing priorities and deadlines.
- Meet critical deadlines while working with frequent interruptions.
- Prepare and present comprehensive, concise, clear oral and written reports.
- Exceptional written communications, interpersonal and public presentation skills.

Education and Experience Guidelines – *Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

Education:

- A Bachelor's degree from an accredited college or university with major course work preferably in business, communications, marketing, broadcast and/or journalism.
Additional experience may be substituted for the educational requirement on a two-for-one basis to maximum of four years of experience for two years of college/

Experience:

- Five (5) years of increasingly responsible media experience including three (3) years of administrative and supervisory responsibility.



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- Demonstrated sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, general identity, sexual orientation, and ethnic backgrounds of community college students.

License or Certificate:

- Current and valid California driver's license.

Preferred Education/Training

- A Master's degree from an accredited college or university with major course work preferably in business, communications, marketing, broadcast and/or journalism.

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 in both indoor and outdoor field environments, requiring travel from site to site, exposure to noise and all types of weather and temperature conditions.

Physical: Primary functions require sufficient physical ability and mobility to stand or sit for prolonged periods of time, to occasionally stoop, bend, kneel, crouch, reach and twist, to lift, carry, push, and/or pull light to moderate amounts of weight, to operate office equipment requiring repetitive hand movement and fine motor 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.