



Assistant General Manager, News Director

Management Range: 20

Board Approved: 10-10-2019 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

Under the administrative direction of the *General Manager-Executive Director of Broadcast Media Systems*, the *Assistant General Manager-News Director* manages the delivery, messaging and editorial operations of EMPIRE | KVCR's News content across Radio, Television, and/or Digital properties to include but not limited to the supervision of assigned staff, budget administration, programming, compliance and digital publishing. Additional areas of responsibility include news studio operations, news content strategies, digital news ecosystem growth, fundraising support, social news engagement and academic pathway support.

The *Assistant General Manager-News Director* creates and executes the short and long-range plans for EMPIRE | KVCR News programming for Radio, Television, and/or Digital properties. This position is setting benchmarks and analyzing station data to ensure maximum efficiency, ratings and revenue across all News properties.

Assistant General Manager-News Director coordinates, produces and directs various aspects of Radio, Television and/or Digital News programming including: shooting video, editing video, audio-recording and editing, composing graphics, planning and creating promotional material. This role is responsible for ensuring the superior quality of news video and audio presentation by maintaining high journalistic, photojournalistic and video editing standards, legal compliance and oversight of the operating and capital budgets.

REPRESENTATIVE DUTIES

The following duties are typical for this classification.

1. Produces and directs breaking news for the District-owned television and radio stations; directs live news programs, in the studio or in the field; produces and directs stories, segments, podcast and radio news programming, on-air promotions, and public service announcements.
2. Shoots and/or edits video for a variety of news programs, underwriters, promotions, and related television and radio materials.
3. Management of news staff to include Radio, Television, and/or Digital properties.
4. Researches and develops news programming ideas by contacting a wide variety of experts, discovering topics using a variety of sources; compiles organizes and prepares proposals for upcoming news and fresh programming.
5. Develops and/or delegates staff to prepare audio cues, sets, lighting schemes, scenery, and props for news related productions.
6. Develops and/or delegates staff to the creation of scripts for news programs; selects performers and guests as assigned.
7. Coordinates news program publicity, budgets, permits, and agreements.
8. Coordinates the work of production crews and talent; supervises and evaluates the work of student assistants/interns and students enrolled in TV production courses.



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9. Consults with and provides technical assistance and/or decision making to faculty and staff related to the production of radio and television news programs.
10. Prepares and maintains a variety of reports and logs related to news production activities.
11. Supervise news video editing; remote news broadcast engineering areas and newscast directors.
12. Oversee the planning and use of news technology including newsroom computer & video systems/software and digital publishing software tools. Manage applications for election, traffic and weather reporting systems.
13. Act as primary liaison/coordinator for news requests, and point of contact for news logistics & facilities with external relationships including news bureaus, district partners and weather station locations.
14. Initiate and approve requests as appropriate for the purchase, replacement, or repair of news equipment, subscriptions and services.
15. Planning and management of Radio, Television, and/or Digital News properties operating and capital budgets in coordination with General Manager-Executive Director and the Associate General Manager-Director of Operations, Production and Technology..
16. Helps decide the future direction of EMPIRE | KVCR news operations through regular and clear communications with General Manager-Executive Director and the Associate General Manager, Director of Operations, Production and Technology.
17. Performs related duties as required.

ADMINISTRATION DUTIES

The *Assistant General Manager-News Director*, in coordination with the *General Manager-Executive Director*, implements EMPIRE | KVCR's administrative, budgeting, digital, technical, strategic and production processes and functions. The *Assistant General Manager-News Director* 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 *Assistant General Manager-News Director* maintains an ongoing effective relationship with various EMPIRE | KVCR departments, the Community College District, Strategic Partners, and the local community. The *Assistant General Manager-News Director* 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:

- Operations, services, and activities of a public television station.
- Journalistic standards, and practices.



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- News story development, methods, and workflows.
- Digital Publishing software tools and live news production operations.
- Principles and techniques of producing and directing live news television and radio programs in the studio or in the field.
- The resources, principles, and methods of researching news program topics
- Operational characteristics of production, editing, and news field equipment.
- Office procedures, methods, equipment including computers and applicable software applications.
- Pertinent federal, state, and local laws, codes and regulations, including FCC rules and regulations pertaining to station news and general operations.

Ability to:

- Delegate, evaluate, select, research, and develop original news programming and stories.
- Direct and coordinate all phases of news program production including scriptwriting, publicity, budgets, recording, and delivery.
- Initiate requests for the purchase, replacement, or repair of equipment for the workgroup.
- Complete required paperwork in an appropriate and timely fashion.
- Selection and processing of new personnel.
- Develop and write promotional news scripts.
- Prepare news story proposals and updates for divisional review.
- Plan and organize work to meet changing priorities and deadlines.
- Oversee assigned staff as necessary.
- Meet critical deadlines while working with frequent interruptions.
- Operate office equipment including computers and supporting word processing audio and video software applications.
- Operate a variety of Television and Radio equipment including computers, editing equipment, audio boards, camcorders, video switchers, and related digital equipment.
- Adapt to changing technologies, a lifelong learner of new equipment and systems for content creation and delivery.
- Work independently in the absence of supervision.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.

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/Training:

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



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Additional experience may be substituted for the educational requirement on a two-for-one basis to a 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 news programming responsibility.
- Demonstrated sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students.

License or Certificate:

- Current valid California driver's license.

Preferred Education/Training

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