



Director, KVCR Broadcast Media Systems

Management Range: 19

Board Approved: 06/21/2018 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 of Broadcast Media Systems, the Director KVCR Broadcast Media Systems, manages the operations of KVCR's Television channels and Radio station including the supervision of assigned staff, budget administration, planning and programming, coordinates the engineering, external fund raising and compliance with the Federal Communications Commission (FCC), the Public Broadcasting Service (PBS), National Public Radio (NPR) and the Corporation for Public Broadcasting (CPB). The Director, KVCR Broadcast Media Systems, creates and executes the long-range plans for the channels, legal compliance, growth and development, staffing, production, programming, technical needs, equipment, signal expansion, underwriting, and academic support, with the goal of improving the station's service to the District and the community. The Director is also responsible for the preparation of all required reports. As Director, KVCR Broadcast Media Systems, this role provides the incumbent functions as the administrator of the channel's Television and Radio broadcasts, online platform(s), Social Media strategies, operations and content. In this capacity the incumbent reports to the General Manager and is charged with the responsibility of planning, organizing and administering the public service television channel's operations and related activities.

REPRESENTATIVE DUTIES

The following duties are typical for this classification.

1. Works with the General Manager to plan and direct the activities related to the production of programming for public broadcast on Television and Radio as well as related marketing efforts.
2. Works to support and define the vision, planning and policies of the General Manager in developing collaborative strategies with district and college administration, faculty and staff to ensure the KVCR television, radio and digital media operations are an extension of the student learning experience through internship, production, and other career-building opportunities.
3. Manages and directs the hiring, evaluation, promotion and termination of full-time and part-time employees.
4. Analyzes the programming need of the public and creates the appropriate content programming, assigns producers to develop and implement programs pertaining to the channels.
5. Confers and participates with the Promotion and Development departments regarding special programs, Social Media utilization, events and fundraising activities.
6. Works with the General Manager to plan, monitor, maintain and administer the budget.
7. Establish policies, procedures and goals for the channels by estimating needs for content and technology.
8. Establish department goals, objectives and strategies; develop and implement programs and activities to accomplish goals, foster channels position in the market and improve the operations of the channels.
9. Ensure program content complies with all necessary state and Federal laws, regulations, and requirements.
10. Ensure completion of and compliance with necessary public file reports, as it pertains to the channels, Equal Employment Opportunity (EEO) mandates, charity registration the State Attorney General, Occupational Safety & Health Administrations (OSHA) regulations, or other necessary local, state and Federal filings.



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11. Develop and implement, in collaboration with KVCR-related development functions, a strategy and long-range plan for organizational sustainability.
12. Identify, cultivate, and support the channels development efforts.
13. Develop, plan and coordinate community service programming and operations of the television channels resulting in high-quality broadcasting services to the Inland Empire and the nation.
14. Prepares, submits and administers grants for the public television channel.
15. Prepares, maintains and submits reports, licenses and applications to relevant state and federal agencies.
16. Meets, coordinates and consults with operational board and stakeholder groups.
17. Represents the television channel at professional meetings.
18. Develops and maintains community engagements.
19. Anticipates, prevents and resolves difficult and sensitive inquiries, conflicts and complaints.
20. Performs related duties as required.

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:

- Operational characteristics, services and activities of a public broadcast programming, operations, equipment and systems.
- Principles and practices of satellite broadcasting procedures and protocols.
- On-Air methods, techniques, principles, procedures and protocols.
- Principles and practices of program development and administration.
- Principles and practices of budget, purchasing and fiscal preparation and administration.
- Principles and practices of contract and grant preparation and administration.
- Public television organizational structures, workflows, systems and operating procedures and processes.
- Federal Communications Commission (FCC) rules and regulations pertaining to station operations.
- Methods and techniques in fundraising preparation and administration.
- Concepts, methods, techniques and practices in underwriting.
- Principles of supervision, training, and performance evaluation.
- Pertinent federal, state, and local laws, codes and regulations.
- Developing trends in public media, including digital, multi-channel and emerging technologies.

Ability to:

- Manage multiple broadcast program schedules.
- Develop interpersonal relationships with a diverse audience.
- Make decisions using independent judgment and discretion.



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- Organize, prioritize and schedule project and other work assignments.
- Develop and manage budget and fiscal operations.
- Plan and organize the operations of the television channel in accordance with FCC rules and regulations and SBCCD policies.
- Establish and maintain high broadcasting standards.
- Supervise assigned programming, productions, development, operations and engineering staff for the channels.
- Develop and evaluate comprehensive plans and programs to satisfy present and future broadcasting and public media needs.
- Promote an organizational culture that values creativity, open communications, diversity and tolerance.
- Oversee, direct, lead, coordinate and motivate volunteers, staff and students.
- Participate in the selection and recommendation, supervision, training, and evaluation of staff.
- Participate in the development and administration of goals, objectives, and procedures for assigned area.
- Gather and analyze data and situations and make appropriate decisions. Prepare and present comprehensive, concise, clear oral and written projects.
- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Interpret and apply California Education Code, Title 5, federal, state, and local policies, laws and regulations as it relates to the position.
- Demonstrate a sensitivity to, and understanding of the diverse academic, socioeconomic, cultural, and ethnic backgrounds of community college student and personnel, including those with physical or learning disabilities.
- Demonstrate professionalism, fairness and honesty in all aspects of the performance of duties.
- Provide leadership based on ethics and principles as they relate to public broadcast functions and operations.
- 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

Education/Training:

A Bachelor's degree from an accredited college or university with major coursework preferably in communications, marketing, business management, broadcast or journalism.

Required Experience:

Five (5) years of increasingly responsible media experience including two (2) years of administrative and supervisory responsibility.

License and Certification:

Current and valid California driver's license.



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Preferred Experience:

1. A Master's Degree.
2. A minimum of two years of public media experience.
3. Experience working in public broadcasting and experience in a college or university setting.
4. Experience with startup of a new and innovative public media service.
5. Experience with national distribution.
6. Experience with developing partnerships and collaborations.
7. Experience with diversity programming and services.

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. Occasional exposure to work in confined areas and exposure to electrical hazards.

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.