

PINELLAS COUNTY SCHOOL DISTRICT, FLORIDA

PCSB: 7431
Pay Grade: G07 C06

FLSA: Exempt
PTS

MANAGER, TV OPERATIONS
REPORTS TO: Executive Manager, Strategic Communications
SUPERVISES: Multimedia Producer Multimedia Coordinator Station Technician II Multimedia Assistant
QUALIFICATIONS: Graduation from an accredited college or university with a Bachelor's degree in Mass Communications, Radio/TV Broadcasting, or a related field, plus four (4) years of professional experience in television production work, to include three (3) years in the planning, development, and production of television programs, and two (2) years of experience in a supervisory or projects coordinator capacity. Bachelor's degree in Broadcasting, Journalism, Mass Communications, Multimedia Production, or a related discipline OR industry certification in areas related to the above. Ten (10) years of leadership experience with multimedia/audio-video/production and post-production using a professional news non-linear video editing system such as Final Cut Pro, Avid or Premiere Pro. Experience in teaching multimedia workflows. Demonstrated effective oral and written communication skills and ability to target messages to different audiences. Demonstrated organizational and analytical skills. Ability to work both independently and as a member of a team.
PREFERRED: Master's degree in Broadcasting, Journalism, Mass Communications, or related field from an accredited college or university.
MAJOR FUNCTION
<u>The Manager, TV Operations assists the Strategic Communications team by supervising programming and production for WPDS-TV in addition to creating programming for multimedia platforms including the district's website while monitoring the department's efforts to provide multimedia teaching and learning experiences for staff and students.</u> Performs professional supervisory work involving technical programming and production responsibilities for closed circuit television, television transmission, television production and the design of instructional and informational television materials. Provides advisory services related to the television medium to administrative, instructional, and supporting services staff members district wide. Anticipates changes and trends in the industry as well as future growth and expanded need within the school district.
ESSENTIAL RESPONSIBILITIES
<ul style="list-style-type: none">• Operates a 24-hour, 7-day-a-week, low-power TV station, including programming, equipment operation, staffing and distribution• Creates and has technical responsibility for events that may include producing, editing, directing, and performing other related tasks• Assists the Assistant Superintendent, Communications with policy and budget decisions involving instructional and informational television and production• Supervises, evaluates, trains, and delegates work to assigned staff members• Advises and assists in the use of television facilities and their application to instructional and informational programs throughout the school district and community• Assists district TV production instructors• Interfaces with all administrative levels, board members, and business and community leaders• Complies with FCC part 73 rules and regulations for a UHF channel

- Responsible for Instructional Television Fixed Service (ITFS) channels excess-capacity lease agreement and new regulations governing ITFS channels
- Keeps up to date on the latest video and audio equipment and procedures used in TV/video production
- Interfaces with Director, Strategic Communications and Executive Manager, Strategic Communications to maintain an effective and efficient flow of information to internal and external stakeholders
- Works with General Manager, Multimedia Training to provide opportunities for district staff and students engaged in the study of multimedia journalism
- Works with Director, Strategic Communications to plan and coordinate short- and long-term multimedia deliverables for WPDS-TV, the district's website, and other formats that drive information to internal and external stakeholders
- Oversees a Multimedia Producer and Multimedia Coordinators in collaboration with other members of the Strategic Communications team to create multimedia deliverables such as daily news pieces and long-term feature packages for multiple platforms including WPDS-TV and the district's website
- Leads efforts to determine multimedia expectations and needs of PCS staff members, advising them on what is technically possible and producing proposals that include range and scope of work as well as realistic timeframes for project completion to transform their goals and objectives into coherent multimedia narratives to support internal and external communication
- Leads efforts of the Office of Strategic Communications to provide technical consultation to parents and community groups with regard to best practices and trends relating to multimedia journalism practice and teaching in the district
- Oversees editing and assembling of final visual/audio program material to ensure consistency and relevancy to production and monitors technical quality of end product
- Creates original programming for WPDS-TV to maintain compliance with Federal Communications Commission (FCC) Part 73 rules and regulations for a UHF channel and the district's multi-year contract with Clearwire Corporation
- Responsible for the district's compliance with FCC mandates, documentation and filings
- Oversees data collection, maintenance and analysis, and generates metrics reports regarding audience use of WPDS-TV and website pages relating to Strategic Communications
- Researches new technology trends to assist with procurement recommendations to district departments and secondary principals and teachers on matters related to upgrades to multimedia production hardware, applications, and other technology-related purchases, including assisting with monitoring the efforts of multimedia instruction at the secondary level
- Oversees coordination and promotion of countywide multimedia-related competitions and awards opportunities in alignment with relevant state- and national-level competitions
- Participates in staff trainings pertaining to writing, editing, videotaping, audio, Freedom of Information Act management, and media relations
- Insures compliance with current copyright laws
- Performs related duties as required

MANAGER, TV OPERATIONS

TERMS OF EMPLOYEMENT

Salary and benefits shall be paid consistent with the district's approved compensation plan. Length of the work year and hours of employment shall be established by the District.

Performance of the job will be evaluated in accordance with provisions of the School Board's policy on evaluation of personnel.

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities and duties required of those in this classification.

HISTORY OF JOB CLASSIFICATION

ISSUED: 6/90 MW; BOARD APPROVED: 7/25/90; REVISED: MF, D & R 6/95 SV, REVISED: JOB TITLE, 5/98 PBL; BOARD APPROVED: 6/16/98, REVISED MF, D & R 5/20/05 LMCK; REVISED FORMAT, PAY GRADE, MQ, MF, ER, ADA 5/12 LMCK. BOARD APPROVED:

MANAGER, TV OPERATIONS

WORKING CONDITIONS & PHYSICAL EFFORT:	Seldom Or Never	Monthly	Weekly	Daily	Hourly
1. Lift objects weighing up to 20 pounds		X			
2. Lift objects weighing 21 to 50 pounds			X		
3. Lift objects weighing 51 to 100 pounds		X			
4. Lift objects weighing more than 100 pounds		X			
5. Carry objects weighing up to 20 pounds		X			
6. Carry objects weighing 21 to 50 pounds			X		
7. Carry objects weighing 51 to 100 pounds		X			
8. Carry objects weighing 100 pounds or more		X			
9. Standing up to one hour at a time				X	
10. Standing up to two hours at a time				X	
11. Standing for more than two hours at a time				X	
12. Stooping and bending			X		
13. Ability to reach and grasp objects				X	
14. Manual dexterity or fine motor skills					X
15. Color vision, the ability to identify and distinguish colors				X	
16. Ability to communicate orally					X
17. Ability to hear					X
18. Pushing or pulling carts or other such objects		X			
19. Proofreading and checking documents for accuracy					X
20. Using a computer to enter and transform words or data					X
21. Using various technology tools					X
22. Working in a normal office environment with few physical discomforts					X
23. Working in an area that is somewhat uncomfortable due to drafts, noise, temperature variation, or other conditions	X				
24. Working in an area that is very uncomfortable due to extreme temperature, noise levels, or other conditions	X				
25. Working with equipment or performing procedures where carelessness would probably result in minor cuts, bruises or muscle pulls	X				
26. Operating automobile, vehicle, or van	X				
27. Other physical, mental or visual ability required by the job	X				

Manager, TV Operations – PTS