

JOB TITLE: Coordinator, Public Broadcasting

JOB CODE: 18.09

GRADE: 20

CLASSIFICATION: Exempt

PURPOSE OF THE POSITION: The purpose of this position is to coordinate all aspects of the City's government access cable television programming and other video services, including program development, scheduling, equipment selection, production, procurement and operations as well as public interactions relating to video records requests. The incumbent also coordinates the recording of City Commission, Advisory Board and various other meetings, for broadcast on the Joint City and County Government Access Channel. The work contributes substantially to the efficiency and effectiveness of the Office of the City Auditor and Clerk and its ability to deliver consistently high quality service to the City and the public.

MINIMUM QUALIFICATIONS: A Bachelor Degree from an accredited college or university in Television Production, Communications, Broadcasting, Journalism or similar field, plus three (3) years experience in television production, or as a broadcast, graphics or audio-video technician; or the equivalent in education, training, and experience which would provide the necessary knowledge, skills and abilities.

SPECIAL REQUIREMENTS:

- Knowledge of the principles, policies, practices, systems, processes, methods, procedures and legal issues pertaining to television production and broadcast, government access programming and related operations.
- Knowledge of federal, state, and local laws, City ordinances, and other applicable regulations, policies, standards and requirements, as well as court and regulatory body decisions governing or related to the fields of television production and broadcast.
- Knowledge of television production, programming and broadcasting systems, principles and techniques and of broadcasting, audio-video, teleconferencing and other computer technology and equipment used in television production and audio-video programs.
- Ability to design and manipulate informative and creative computer graphics systems for broadcast television and computer based interactive applications and to provide technical advice and recommendations on appropriate system improvements.
- Ability to edit video and audio materials, operate a variety of audio-video production equipment, identify equipment malfunctions and make minor repairs.
- Ability to maintain production records in compliance with Federal Communications Commission (FCC) regulations and copyright laws.
- Ability to plan, assign, direct, coordinate, review, and evaluate the work of subordinate staff engaged in various professional and technical functions.
- Ability to work independently, with minimum supervisory direction, and to establish work priorities and follow-up actions required to meet strict deadlines accurately and completely.
- Ability to research information involving unusual problems or government access program needs, analyze data to arrive at valid conclusions and prepare and implement appropriate action plans for improvements.
- Ability to communicate effectively and clearly, both orally and in writing, and to prepare

succinct, coherent and accurate reports and analyses.

- Ability to work on a flexible schedule, including weekends and evenings as required.
- Ability to establish and maintain effective working relationships within the Office of the City Auditor and Clerk and with other City and Sarasota County officials and employees, as well as officials of state agencies and public and private organizations involved or interested in government access programming and broadcasting, and members of the public.

ESSENTIAL FUNCTIONS:

- Coordinates all aspects of the City's government access cable television programming and other video services, including program development, scheduling, equipment selection, production, procurement and operations as well as public interactions relating to video records requests.
- Coordinates the recording of City Commission, Advisory Board and various other meetings, for broadcast on the Joint City and County Government Access Channel.
- Selects and coordinates various production components as may be required, including staff, scripts, photography, materials, lighting, auxiliary audio-video equipment usage, settings and recording equipment.
- Operates and oversees the operation of equipment involved with City government public access television programming, including cameras, switchers, audio mixers, character generators, video tape recorders/players, editors, automated playback systems and associated equipment.
- Collaborates with producers and directors to develop video graphics and 2D and 3D animation and effects for City government public access television programs.
- Develops, for approval by the City Auditor and Clerk, the budget for government access television programming and other audio-video activities.
- Trains, plans, assigns, directs, coordinates, reviews, and evaluates the work of the Government Access Production Specialist and other assigned staff.
- Maintains required production and other records required by the Federal Communications Commission or other federal or state agencies; prepares and submits required periodic and special operating reports.
- Assists in development and updating Sarasota County's Emergency Operations Center during periods of extreme weather or other emergencies, as well as, efforts relating to the City Auditor and Clerk's Web Page.
- Participates in staffing.
- Continuously reviews and evaluates government access operations and activities; recommends improvements to the City Auditor and Clerk.
- Plans and conducts special studies as assigned; prepares, reports and presents appropriate findings and recommendations.
- Prepares periodic and special reports on the City's government access television programming and related activities for submission to the City Auditor and Clerk, other City departments and the City Commission.
- The intent of this class description is to provide a representative summary of the types of duties and responsibilities that would be required of classifications given this title and shall not be construed as a declaration of the specific duties and responsibilities of any particular position. Incumbent may be required to perform job-related tasks other than those specifically presented in this job description.

PUBLIC CONTACT: Effective public and intergovernmental contacts are an essential component of this position. The incumbent interacts frequently with officials and employees of other City, county and state departments, and members of the public. Public interactions usually occur in response to inquiries about access to City audio-video programs, activities or materials, information available on the City Auditor and Clerk's Web Page, and related activities. Contacts are for the purpose of obtaining and furnishing information and/or audio-video records, providing interpretations and explanations, responding to complaints or suggestions, and similar purposes.

SUPERVISION RECEIVED: Reports to the City Auditor and Clerk or designated representative. Supervision is minimal concerning day-to-day activities. Work is generally reviewed retrospectively, primarily in terms of results achieved, conformance with applicable statutes and regulations, and in the maintenance of effective and harmonious work contacts. Incumbent is given and expected to use considerable latitude for discretion, independent judgment and ingenuity in planning and executing the work.

SUPERVISION EXERCISED: Assigns, directs, supervises and evaluates the work of the Specialist and other staff as assigned.

PHYSICAL REQUIREMENTS: The work requires periodic physical exertion, involving lifting and/or transporting up to 20 pounds frequently, and 50 pounds occasionally, usually when transporting or lifting video cameras and other audio and/or video and related equipment. The work also occasionally entails potential safety hazards when operating, installing or modifying electrical or electronic equipment. Accordingly, appropriate precautions must be understood and observed to avoid injury. Visual acuity is required for preparing, reviewing, checking and maintaining video, computer and written files, and for reviewing documents and other data. Incumbent is required to have sufficient hearing ability to perceive information at normal spoken word levels. Manual dexterity to operate audio-video, standard office computer and other equipment is required.

ORGANIZATIONAL STATUS: Under the direction of and responsible to the City Auditor and Clerk or designated representative.