



Job Classification Description

**DIRECTOR, BROADCAST OPERATIONS/LSC
VSC UP SUP BARGAINING UNIT**

**GRADE 13
EXEMPT**

BASIC FUNCTION

To direct and coordinate college programs and activities involving television media design, acquisition and utilization. Oversee operations of facilities for the television studies program and the Alexander Twilight Theater.

CHARACTERISTIC DUTIES & RESPONSIBILITIES

- Plan, implement, administer and coordinate a variety of specific functions, theater programs, services and systems involving television media.
- Develop and modify programs, services and systems in accordance with institutional objectives and resources, user needs and changing technologies.
- Supervise staff and work-study students, as necessary chairing daily meetings to review and schedule assignments and tasks. Confer regularly with Dean of Academic and Student Affairs, staff and TVS department chair(s) to plan and coordinate activities, assign and review work, assist with difficult or unusual tasks, resolve problems and the like.
- Administer the television studies nonacademic operating budget and recommend and coordinate capital purchases for the TVS department.
- Plan and administer appropriate departmental records system. Oversee the development and implementation of operational policies for the TVS facilities.
- Prepare administrative reports.
- Keep abreast of new technological developments in the field, and keep senior administrators and faculty apprised of the same.
- Act as executive producer and associate news director for the daily News 7 broadcast. Hold daily morning news meetings with student interns assigned to TVS News 7 practicums.
- Coordinate with News 7 faculty news director to ensure program and daily story assignment continuity; act as news director in the absence of faculty news director.
- Serve as primary broadcast technology resource person. Coordinate, initiate and approve all broadcast technology-related purchases from the TVS department.

- Coordinate and initiate scheduling activity in support of the Alexander Twilight Theatre utilization. Oversee the development and implementation of operational policies for the theatre facilities. Set priorities with staff and oversee the process of capital refurbishment.
- Develop and initiate industry interactive review of TVS senior students' portfolio materials. Coordinate with TVS chair(s) in the review of department outcomes and associated assessments related to these portfolio reviews.
- Initiate all material submissions for professional award competitions.
- Work in collaboration with deans and college departments to produce various media materials for public information, recruitment and other purposes.
- Oversee all aspects of equipment maintenance from establishing periodic preventive maintenance schedule to oversight of semi-annual equipment maintenance outsourcing.
- Perform key planning tasks associated with technological support in related media which support the mission of the college, planning for future hardware and software needs, researching and evaluating hardware/software, formulating and implementing operating policies and priorities and the like at the departmental level.
- Oversee hardware/software installations, setups and testing.

SUPERVISION RECEIVED

General direction is received from the Dean of Academic and Student Affairs.

SUPERVISION EXERCISED

Administrative and functional supervision of employees and work-study students.

MINIMUM QUALIFICATIONS

Bachelor's degree in appropriate discipline, plus two to four years of relevant experience, or a combination of education and experience from which comparable knowledge and skills are acquired.

- Strong technical knowledge and skills related to academic background and commercial video production.
- Planning, administrative, organizational, supervisory and budget management skills.
- Ability to work cooperatively with a variety of college personnel and individuals from outside the institution.

This general outline illustrates the type of work which characterizes the job classification. It is not an all-encompassing statement of the specific

duties, responsibilities and qualifications of individual positions assigned to the classification.