

San Diego Community College District

CLASSIFICATION DESCRIPTION

Title: Broadcast Operations Specialist, Lead

Unit: Office Technical

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Job Code: J1034
Original Date: 07/2004
Last Revision: 04/2017
Staff Type: Classified
FLSA status: Non-exempt
Salary Range: 26

DEFINITION

Under the direction of a Dean and the Radio Station Operations Supervisor or assigned supervisor or manager, plan, schedule, and coordinate daily on-air radio station operations; lead, train, and provide work direction to radio station staff, aids, and students; develop on-air programming and operational procedures and maintain a music library in order to ensure the radio station successfully achieves its mission.

DISTINGUISHING CHARACTERISTICS

The Lead Broadcast Operations Specialist class performs many of the same duties as the Broadcast Operations Specialist but also serves as permanent lead worker for shifts in a 24/7 operation of contract employees, hourly employees, and volunteers on an ongoing basis. This class is essential to the 24-hour/7 days per week station operating schedule. Incumbents in the Broadcast Operations Specialist class may act in a lead capacity on occasion.

EXAMPLE OF DUTIES

1. Plan, schedule, coordinate, and lead radio station personnel in the execution of the daily radio station operation, including format, auditioning, and scheduling of announcers, program material, and announcements. Monitor on-air execution and train radio station personnel (both paid and volunteer) in order that performance and execution match station requirements and expectations. Review operations, performance, and procedures and recommend action. Communicate and coordinate community involvement with arts and education partners county-wide and assure that their messages are incorporated into the operations of the radio station.
2. Coordinate and plan daily operation of the station; produce and maintain programming balance of music, news, and public service announcements recommended by the Federal Communications Commission (FCC). Coordinate remote programming activities by taping performances and scheduling for air time.
3. Develop and implement operational procedures; communicate changes as necessary to Radio Station Operations Supervisor. Develop and schedule new and evolving formatic elements, including program placement, image announcements, and promotional partner involvements.
4. Prepare, maintain, and reconcile various reports for submission to supervisors; accumulate data and prepare narrative explanations; identify areas of concern for action of supervisor; maintain complete set of books for operating units. Access, create, update, and maintain files, folders, records, and web sites.
5. Ensure legal operation of KSDS in compliance with FCC rules and regulations and applicable State laws; maintain radio station operating log, program files, music library, and public inspection files required by the Federal Communications Commission.
6. Operate radio station audio and production equipment. Perform routine preventive maintenance on station equipment; order and store equipment and supplies; monitor station security and alarm systems. Operate standard office equipment and machines, including computer hardware and software.
7. Develop and implement public affairs program; schedule use of facilities for on-air production, instruction, and practice. Coordinate and schedule special events and other radio station promotional activities.
8. Establish and maintain liaison with FCC, professional unions, record producers, radio stations, record stores, and the public.

9. Train students in proper operation and care of radio station equipment; assist on-air personnel with any problems encountered in the operation of equipment. Train and provide work direction and leadership to paid, volunteer, and student on-air personnel and aides and maintain on-air quality of programming, including auditioning, scheduling, and on-air performance.
10. Request and audition new records; determine which are compatible with station programming and include new acquisitions in music library
11. Provide information to station listeners and prospective students as requested; ensure effective student/audience relationship.
12. Perform related duties as assigned.

DESIRABLE QUALIFICATIONS

Knowledge:

- Applicable sections of California Education Code.
- Computer applications, including word processing, spreadsheets, and databases.
- Effective communication styles and skills
- English usage, grammar, spelling punctuation, and vocabulary.
- Modern office practices, procedures, and equipment, including computer hardware and software.
- Oral and written communications skills.
- Principles of personnel management as it applies to the broadcast industry.
- Procedures and techniques of operating and maintaining radio station production equipment.
- Radio programming, including format construction, music selection, music scheduling, and production.
- Record-keeping techniques.
- Rules and regulations of the Federal Communications Commission.
- Technical aspects of field of specialty.
- Trends and nuances within the community and how they are reflected by contemporary media.

Skills and Abilities:

- Analyze situation independently and adopt effective course of action.
- Analyze available audience research.
- Communicate effectively both orally and in writing.
- Determine legality and propriety of radio copy within station/government policy.
- Establish and maintain effective working relationships with others.
- Maintain records and prepare reports.
- Meet schedules and timelines.
- Operate electronic equipment and machines, including broadcast studio equipment, broadcast production equipment, and computer hardware and software.
- Plan and organize work.
- Provide consistent leadership and motivate others to work effectively.
- Recommend course of action to develop and improve radio station operations, programming, and market image.
- Train and provide work direction to assigned personnel.
- Understand and follow oral and written directions.
- Work collaboratively with radio station manager and broadcast and community partners.
- Work independently with little direction.

Training and Experience:

Any combination of training and experience equivalent to: three years of radio programming and production experience for a commercial or non-commercial broadcasting station and two years of advanced training in audio production or related field and four years progressively responsible experience in broadcast operations, or one year experience at the level of Radio Station Program Manager.

WORKING CONDITIONS

Physical Requirements:

Category III

Environment:

Favorable