

CLASS SPECIFICATION
Media Division Manager

GENERAL PURPOSE

Under general direction, plans, organizes, manages and evaluates the activities of the Media Division. This position oversees the City's Government Access Cable television channel, the City's Graphics section, and the City's website development/maintenance program as well as servicing the audio/visual demands of the City. This position also interprets, implements, and administers the provisions of the City's cable television franchise agreements. The Media Division Manager establishes performance requirements and professional development targets, while working with staff to maintain a high performance, customer service-oriented work environment. Assists in planning and conducting significant City community outreach events.

DISTINGUISHING CHARACTERISTICS

This single-position class reports to the Assistant City Manager and is responsible for the management, direction and operations of the City's Media Division. The incumbent provides direction and supervision for the professional, technical and office support staff in addition to performing diverse, specialized and complex policy or Media work involving significant accountability and decision-making responsibility. Assignments are broad in scope and allow for a high degree of administrative discretion in their execution.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

1. Plans, organizes, controls, manages, and evaluates the work of the Media Division.
2. Plans and evaluates the work of assigned staff; develops, implements and monitors work plans to achieve assigned goals and objectives; develops and monitors performance against the annual department budget; develops, implements and evaluates work programs, plans, processes, systems and procedures to achieve department and City goals, objectives and performance measures consistent with the City's quality and service expectations.
3. Plans and evaluates the performance of assigned staff; establishes performance requirements and professional development targets; regularly monitors performance and provides coaching for performance improvement and development; recommends compensation and provides other rewards to recognize performance; takes disciplinary action, up to and including termination, to address performance deficiencies, in accordance with the City's human resources policies and labor contract provisions.
4. Provides day-to-day leadership and works with staff to ensure a high performance, customer service-oriented work environment which supports achieving department and City objectives and service

expectations; provides leadership and participates in programs and activities that promote a positive employee relations environment.

5. Plans, directs, and manages the operations of the City's government access cable television channel, MVTV-3, including scheduling, continuity, production, publicity and programming; recommends broadcasting policies, procedures, and standards; develops and monitors the MVTV-3 budget.
6. Manages daily channel operations; coordinates the assignments of materials and personnel in the development of cable television programs; produces MVTV-3 television schedules for local programming and posts to City website; oversees, arranges for and/or performs preventative maintenance, installation, design and fabrication of Media video systems as necessary.
7. Manages programming activities to ensure quality and compliance with FCC regulations; reviews all program treatment, scripts, materials, equipment, and crew assignments prior to submission for final approval; oversees all crew, materials, and equipment assignments as required for cable television programs and live cablecasts; prepares production activity and other reports related to cable channel operations in accordance with state and federal requirements.
8. Develops video programs from original concept to completed project; assigns cable programming segments and pieces to staff; performs field and studio production assignments; performs production and post-production duties, including script writing, technical direction, creating and producing electronic graphics, directing field and studio productions, setting up and operating camera and audio equipment, and operating video tape editing equipment; coordinates and monitors activities of production personnel from pre- to post-production.
9. Plans, directs, and manages the operations of the City's graphic design program including design, art direction, review, production, and fabrication of City print material and digital content.
10. Manages the City's website program including design, development, maintenance, and contract oversight.
11. Manages the Media Division internship and volunteer programs and participants; delivers presentations at community events regarding City events and activities.
12. Assists in planning and conducting significant City community outreach events.

OTHER DUTIES

1. Maintains the City's Media video database; processes Media video submissions for national and local television awards contests; makes copies of all submissions and prepares submission paperwork.
2. Provides audio-visual services including design, engineering, operation, and implementation of complex multimedia systems.
3. Manages the City's photography program including arranging photoshoots, location photography, aerial photography, editing, and content management.

QUALIFICATIONS

Knowledge of:

1. Principles, practices and techniques of long and short-range television programming and production.
2. Structure and operations of a cable television channel.
3. Federal Communications Commission rules and regulations governing the operations of a cable television channel.
4. Standard broadcast quality television equipment.
5. Principles, techniques and methods of program and broadcast direction.
6. Script writing methods and techniques.
7. Principles, techniques and methods of graphic design digital media, and print production.
8. Principles and practices of website administration, including design, development and maintenance of online content.
9. Principles and practices of public administration, including budgeting, purchasing and maintenance of public records.
10. Research methods and analysis techniques.
11. Correct English usage, including spelling, grammar and punctuation.
12. Principles and practices of sound business communication.
13. Principles and practices of effective management.
14. City human resources policies and procedures and labor contract provisions.

Ability to:

1. Direct the programming and operation of a Government Access Cable Television Channel in accordance with federal regulations and City policies.
2. Operate cable television broadcasting and production equipment, as well as word processing, multi-media, database and production software.
3. Establish and maintain broadcasting standards.
4. Develop program ideas and evaluate concepts and treatments.
5. Develop and review scripts and materials for appeal and interest.
6. Develop staff assignments and assemble materials and equipment to ensure cost-effective broadcasts.
7. Direct cable television productions.

8. Manage graphic design staff.
9. Oversee maintenance of the City's multiple websites.
10. Analyze organizational, administrative, and technical problems and adopt effective courses of action.
11. Communicate clearly and effectively, both orally and in writing.
12. Prepare clear, concise and comprehensive correspondence, reports and other written materials.
13. Organize, set priorities and exercise sound independent judgment within areas of responsibility.
14. Establish and maintain effective working relationships with City officials and departments, management, employees, the public and others encountered in the course of work.

Education, Training and Experience:

A bachelor's degree with a major in communication, television or radio broadcasting, journalism, public relations or a closely related field; and six years of progressively responsible experience in municipal video production, graphic design, website management or an equivalent combination of training and experience.

Licenses; Certificates; Special Requirements:

A valid California driver's license and the ability to maintain insurability under the City's vehicle insurance policy.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

While performing the duties of this class, the employee is regularly required to sit; talk or hear, in person and by telephone; use hands to finger, handle, feel or operate standard office equipment; and reach with hands or arms. The employee frequently is required to walk and stand. The employee is occasionally required to climb or balance; stoop, kneel, crouch or crawl.

Specific vision abilities required by this job include close vision, color vision, the ability to distinguish basic colors and shades, depth perception and the ability to adjust focus.

Mental Demands

While performing the duties of this class, the incumbent is regularly required to use written and oral communication skills; read and interpret complex data, information and documents; analyze and solve complex problems; use math/mathematical reasoning; perform highly detailed work under changing, intensive deadlines, on multiple concurrent tasks; work with constant interruptions, and interact with City officials and departments, management, employees, the public and others encountered in the course of work.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee works under typical office conditions and the noise level is usually quiet. The employee may occasionally be required to work in outside conditions, exposed to wet and/or humid conditions, where the noise level may be loud.