

BROADCAST AND MULTIMEDIA PROGRAM DIRECTOR

JOB DESCRIPTION

Classification Responsibilities: The Broadcast and Multimedia Program Director manages and directs the overall planning, development, and implementation of the day-to-day operations of Mesa Channel 11, including developing an effective approach to the preparation of video programming for Citywide marketing and communications purposes to employees and the general public. This class is the primary administrator for services, software, network infrastructure, and processes related to Channel 11 broadcast and multimedia management, including: responsibility for creating and managing multimedia services such as the City's e-newsroom (www.mesanow.org), Mesa Channel 11's website (www.mesachannel11.com), mobile applications, consulting with departments regarding the use of audio/video technology in the delivery of products and services, as well as the day-to-day operations. Responsibilities include: directing professional and technical staff and equipment in the completion of written narrations and productions to create professional electronic programming presentations; directing the content and graphics of all programming produced by Mesa Channel 11; directing and coordinating the internship program; coordinating the station's marketing efforts with Citywide marketing efforts; selecting, training, supervising, and evaluating professional and technical staff; reviewing scripts and making postproduction critiques with staff to ensure high standards of program content; and approving production dates to avoid time conflicts and ensure efficient use of studio and staff time. Additionally, an employee in this class develops and implements systems and strategies to manage the workflow of staff and contract personnel; coordinates the website operated by Mesa Channel 11, its programs, and the City's e-newsroom; oversees and acts as technical lead on Mesaaz.gov, and Insidemesa.gov; oversees and coordinates Mesa Channel 11 programming/production program budget; directs the overall technical and creative operations; broadcasts from the Council Chambers, video studio, and remote locations; and designs and installs custom multimedia systems including, but not limited to, live streaming and digital signage applications. This class performs related duties as required.

Distinguishing Features: This classification has been designated as a non-classified, non-merit system, at-will position. The work is diverse and ranges from designing, writing, and producing programming (example: public service announcements, news style programming, long-form programming, etc.) to managing the implementation of Citywide marketing and communications efforts to broadcast medium (example: emergency management systems and communication, promotional programming, etc.). An employee in this class may be required to attend meetings which may require working early morning or evening hours to represent the department at the City Council meetings or other required meetings. The Broadcast and Multimedia Program Director receives general direction from the Public Information and Communications Director who reviews the employee's work through periodic conferences, reports, and overall results achieved. This class is FLSA exempt-executive.

QUALIFICATIONS

Employee Values: All employees of the City of Mesa are expected to uphold and exhibit the City's shared employee values of Knowledge, Respect, and Integrity.

Minimum Qualifications Required. Any combination of training, education, and experience equivalent to a Bachelor's Degree in broadcast television production or a related field. A minimum of five or more years' experience in broadcast production and engineering at a broadcast, video production

or cable television facility, performing hands-on work on productions and live events. A minimum of three years' supervisory experience managing technical staff and projects including part-time and contract staff.

Special Requirement. Must possess a valid Arizona Driver's License by hire date.

Substance Abuse Testing. None.

Preferred/Desirable Qualification. Five or more years maintaining and updating infrastructure (example: building, managing, and maintaining all hardware, software, and network infrastructure).

ESSENTIAL FUNCTIONS

Communication: Communicates with City employees, vendors, management, contractors, and public officials in order to direct the planning, development, and preparation of video programming for public information purposes. Communicates project recommendations and specifications. Coordinates the implementation of technology solutions and projects. Provides project status reports to various department personnel. Prepares proposals, management and financial reports, correspondence, project plans, requests for proposals (RFP's), and performance appraisals with clearly organized thoughts in order to effectively manage the broadcast production programs and multimedia services. Writes and edits material for videotape programs. Provides postproduction critiques with staff to ensure high standards of program content.

Manual/Physical: Reviews the work products of others to ensure compliance with standard operating procedures, and federal and state regulations. Enters data into a personal computer (PC) to create documentation, test and debug computer applications or system software, and/or write computer programs. Moves hardware weighing up to 50 pounds when necessary to install computer equipment. Operates a motor vehicle (van) requiring a standard Arizona Driver's License to transport equipment for meetings, shoots, etc. Operates a variety of standard office equipment such as a PC, printer, telephone, and facsimile machine (fax).

Mental: Plans, organizes, and directs the activities of the City's video production programs. Supervises and evaluates the work of staff. Oversees and coordinates Mesa Channel 11 programming/production program budget. Resolves procedural, operational, and other work-related problems related to areas of responsibilities. Coordinates work activities with other City departments for broadcast, multimedia, or other technology. Prioritizes multiple projects, meets required deadlines, and handles more than one project simultaneously. Acquires knowledge and keeps abreast of trends and new technology through seminars, trade journals, and professional organizations. Prepares and monitors the video production budget. Comprehends and makes inferences from written material, including technical documentation related to system hardware and/or software. Conducts research and/or analyzes system-related data to improve system performance. Learns computer hardware and/or software through on-the-job training, in a classroom setting, or through other formats such as self-study or computer-based training.

Knowledge/Skills/Abilities:

Knowledge of:

bid preparation and proposal evaluation;
customer service, quality, and teamwork concepts;
National Television System Committee (NTSC) and Advanced Television Systems Committee (ATSC) protocol for digital environments, aspect ratios, transcoding, color space, and media compression schemes in preparing programming for delivery over both the broadcast server and the web;
broadcast server protocols; network transport through IP; fiber and fiber channel; software/hardware installation, maintenance, and configuration;
advanced broadcast computer hardware skills including knowledge of small computer system interface (SCSI) and redundant array of independent disks (RAID) configurations;
aesthetic and technical aspects of television production in a broadcast or cablecast environment for both standard and high definition television;
cable television production processes;
application and production of videotape presentations;
current television industry trends, techniques, and technology;
new information technologies, procedures, and trends;
electronic news gathering techniques and broadcast industry standards;
script writing and electronic field production management;
web/server technologies in the following areas: PHP, MySQL, Apache, HTML/HTML5, CSS3, Javascript, object oriented programming, jQuery, PEAR, Linux, WOWZA Streaming Server, virtualization, database architect and administration, JSON, XML, DNS, NFS, SMB, AFP, Xsan, XCode, Eclipse, Android and iPhone development, and Xojo;
industry and Federal Communications Commission (FCC) quality standards;
television, radio, web, and multimedia computer-based design;
cross platform integration and broadcast workflows between Mac OSX, Windows, and Linux;
digital broadcast video production equipment;
broadcast television theory and practices in studio and field production techniques for both standard and high definition television;
broadcast network and server security;
data backup and recovery techniques;
television traffic coordination, implementation, and scheduling;
common supervisory practices and management techniques; and
policies, procedures, and services of City departments.

Skill in:

computers, including a high level or proficiency with the following software: Adobe Premiere, Adobe Photoshop, Adobe Illustrator, Adobe Media Encoder, Adobe After Effects, ,Adobe Audition, Adobe Prelude, Adobe Encore, FinalCut PRO, Compressor, Motion, DVD Studio PRO, Soundtrack PRO, Logic Audio, Pro Tools, and Sorenson Media Encoders;
aesthetic and technical aspects of television production in a broadcast or cablecast environment, for both standard and high definition television;
network infrastructure broadcast computer networks including fiber SAN networks for broadcast workflows;
utilizing IPTV remote transmission;

television traffic coordination, implementation, and scheduling; and broadcast production design.

Ability to:

translate current issues and items of interest into television programming;
manage through difficult and stressful situations and work under tight deadlines;
coordinate and manage live studio and field production;
adjust to competing demands from multiple directions, and balance shifting priorities across a range of stakeholder groups;
prepare written reports and other materials and make effective oral presentations;
produce and direct for both live and live-to-tape productions;
build custom web and broadcast software solutions to meet system needs;
recommend personnel actions related to performance appraisals, leaves of absence, grievances, work schedules, assignments, and disciplinary procedures;
establish and maintain effective working relationships with management, other City employees, vendors, contractors, and the general public;
evaluate and recommend new technologies, hardware, and software;
troubleshoot varying broadcast and IT technical areas;
program and maintain computer hardware and/or software;
write and maintain technical system documentation; and
communicate clearly both orally and in writing.

The duties listed above are intended only as general illustrations of the various types of work that may be performed. Specific statements of duties not included does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Job descriptions are subject to change by the City as the needs of the City and requirements of the job change.

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EEO-Prof

JOB FCTN-ADM

INCREMENTS 39-200

PAY GRADE: 60

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