

BROADCAST AND EMERGING MEDIA SPECIALIST

Schematic Code 13601 (31000068)

I. DESCRIPTION OF WORK

Positions in this banded class perform professional work in all phases of the production of broadcast television, radio and emerging media programs and provide creative and technical decision-making that enhance the technical and aesthetic quality of the program. Work may include determining, organizing, coordinating and scheduling the utilization of space, equipment and production personnel; determining and maintaining supplies for production; and providing technical design and direction for the use of specialized equipment to produce desired effects. Positions provide creative and technical decision-making in the utilization/optimization of the audio and video equipment, bridging the gap between the equipment capacity and the desired effect. Positions may also perform editing with or without a predetermined script. Positions may also monitor and control the statewide broadcast signal distributed over single or multiple channels; receive and record live and pre-recorded network feeds; identify and resolve variances in the program schedule or program log before they impact on-air operations; execute the programming schedules; and troubleshoot automation issues.

II. ROLE DESCRIPTIONS BY COMPETENCY LEVEL

Contributing	Journey	Advanced
Positions at this level typically assist higher-level specialists in the technical elements of broadcast television, radio and emerging media production.	Positions at this level typically conceptualize and create various elements for broadcast television, radio and emerging media. Other types of work may include on-air program scheduling, execution and quality control; scheduling interstitial program materials; and media editing.	Positions at this level typically allocate and schedule production resources (people, facilities, and equipment). Positions may select, develop and plan reporting assignments for coverage of news events or feature stories. They may provide direction of the visual, audio and other design elements of broadcast television, radio and emerging media productions. They may supervise closed captioning functions. They may also supervise the broadcast television, radio and emerging media network operations center function.

III. COMPETENCIES

Competency	Definition
Knowledge - Technical	Knowledge of equipment capabilities and the generally accepted practices and principles inherent to broadcast television, radio and emerging media production. Ability to understand and apply broadcast television, radio and emerging media techniques. Knowledge of applicable FCC rules and regulations. Knowledge of current industry practices and standards.
Creativity	Ability to translate concepts into media products using artistic techniques, tools and talents.
Communication	Ability to present information to individuals or groups; ability to deliver presentations suited to the characteristics and needs of the audience. Ability to convey information clearly and concisely to groups or individuals either verbally or in writing to ensure understanding. Ability to listen and respond appropriately to others.
Planning and Organizing Work	Ability to develop plans to accomplish work operations and objectives. Ability to arrange and assign work for the efficient use of resources. Ability to develop strategic plans, organizational structures, and systems to fulfill production and organizational goals.
Teamwork	Ability to actively participate and contribute as a member of a team toward the completion of established goals.
Customer Service	Ability to cultivate and maintain professional relationships with clients (those who supply talent, materials for talent, and those for whom professional services are rendered) or customers (those who receive services) by listening to the client/customer, and understanding and responding to identified needs.

Note: Not all competencies apply to every position/employee; evaluate only those that apply. Competency statements are progressive.

IV. COMPETENCY STATEMENTS BY LEVEL

Knowledge - Technical

Knowledge of equipment capabilities and the generally accepted practices and principles inherent to broadcast television, radio and emerging media production. Ability to understand and apply broadcast television, radio and emerging media techniques. Knowledge of applicable FCC rules and regulations. Knowledge of current industry practices and standards.

Contributing	Journey	Advanced
Basic knowledge of specialized broadcast television, radio and emerging media equipment and application of appropriate techniques to effectively operate that equipment.	Working knowledge of techniques, practices, and methods used in the production process of broadcast television, radio and emerging media programs. Working knowledge of the capabilities and use of broadcast television, radio and emerging media elements including technical layouts for audio and/or video.	Full knowledge of techniques, practices, and methods used in the production process of broadcast television, radio and emerging media programs. Full knowledge of the capabilities and use of broadcast television, radio and emerging media elements including technical layouts for audio and/or video.

Definitions:

Basic knowledge - The span of knowledge minimally necessary to complete defined assignments.

Working knowledge - The span of knowledge necessary to independently complete defined assignments to produce an effort or activity directed toward the production or accomplishments of the work objectives.

Full knowledge - The broad scope of knowledge on the job that is beyond journey competencies.

Creativity

Ability to translate concepts into media products using artistic techniques, tools and talents.

Contributing	Journey	Advanced
Ability to apply established artistic techniques, tools and talents to produce broadcast television, radio and emerging media programs, in conjunction with basic technical knowledge of specialized media equipment.	Ability to select and apply established artistic techniques, tools and talents to produce broadcast television, radio and emerging media programs, in conjunction with working technical knowledge of specialized media equipment.	Ability to independently originate and design artistic approaches to produce the most sophisticated broadcast television, radio and emerging media programs, in conjunction with full technical knowledge of specialized state-of-the-art equipment.

Communication

Ability to present information to individuals or groups; ability to deliver presentations suited to the characteristics and needs of the audience. Ability to convey information clearly and concisely to groups or individuals either verbally or in writing to ensure understanding. Ability to listen and respond appropriately to others.

Contributing	Journey	Advanced
Ability to convey basic technical information and artistic and aesthetic concepts verbally and in writing to team members and/or supervisors.	Ability to select and convey standard technical information, and artistic and aesthetic concepts verbally and in writing to team members, management, clients/customers and the public.	<p>Ability to originate, select and convey comprehensive technical information, and artistic and aesthetic concepts in unique situations both verbally and in writing to team members, management, clients/customers and the public.</p> <p>Ability to make recommendations as required and to suggest and support alternative approaches.</p>

Planning and Organizing Work

Ability to develop plans to accomplish work operations and objectives. Ability to arrange and assign work for the efficient use of resources. Ability to develop strategic plans, organizational structures, and systems to fulfill production and organizational goals.

Contributing	Journey	Advanced
Ability to utilize organizational skills to accomplish assigned tasks and complete tasks under supervisory direction.	<p>Ability to independently schedule tasks, resources and materials to complete work assignments.</p> <p>Ability to work independently and utilize judgment in making changes and adjustments.</p>	<p>Ability to independently schedule tasks, resources and materials to complete individual work assignments as well as those of staff under their direction or supervision.</p> <p>Ability to reorganize work and adjust workload, if necessary, in response to unanticipated changes or conditions.</p>

Teamwork

Ability to actively participate and contribute as a member of a team toward the completion of established goals.

Contributing	Journey	Advanced
Ability to participate as a team member and assist in achieving desired goals.	Ability to participate in team activities and apply specialized knowledge and expertise to achieve desired goals.	Ability to share expertise, provide guidance and convey specialized knowledge to team members in order to achieve desired goals.

Customer Service

Ability to cultivate and maintain professional relationships with clients (those who supply talent, materials for talent, and those for whom professional services are rendered) or customers (those who receive services) by listening to the client/customer, and understanding and responding to identified needs.

Contributing	Journey	Advanced
Ability to demonstrate professionalism when providing assistance and/or solutions to customers, co-workers and others. Ability to establish and maintain positive relationships with internal and external customers.	Ability to take initiative and action that will ensure customer satisfaction in all aspects of operation. Ability to seek out, identify and resolve issues that may negatively impact customer service.	Ability to identify and initiate successful methods of establishing and maintaining professional customer relationships. Ability to assist co-workers or other staff with resolving complex issues that have not been successfully addressed at other levels.

V. MINIMUM TRAINING & EXPERIENCE

High school diploma or equivalency and one year of experience related to the area of assignment in a broadcast television, radio and emerging media environment; or equivalent combination of training and experience.

Note: This is a generalized representation of positions in this class and is not intended to identify essential work functions per ADA. Examples of competencies are primarily those of the majority of positions in this class, but may not be applicable to all positions.