CITY OF BELLINGHAM

JOB DESCRIPTION

JOB TITLE: **Television Station Coordinator** **UNION:231**
SG:5
DEPARTMENT: **Information Technology Services** **CS:N**
FLSA:N
EEO4CODE:PR

JOB SUMMARY:

Responsible for all aspects of Bellingham's Government, Education, and Public Access Television Channel (BTV) including operational, planning, supervisory, and creative responsibilities under the direction of the Director of Information Technology. Delivers professionally produced video programming which educates and informs the residents of Bellingham about City services, community events and government functions. Provides technical leadership and research related to BTV engineering and audio video in the City Council Chambers.

The TV Station Coordinator creates television programing, plans future needs, coordinates work with others, interprets policy, performs technical and franchise research, supervises staff and assigns resources. Communicates effectively with the Director of Information Technology and the Mayor's Office on progress and potentially controversial matters which may have far reaching implications.

SUPERVISORY RELATIONSHIP:

The TV Station Coordinator reports to the City's Director of Information Technology. Work is performed under general supervision according to City and Department policies and procedures. Supervises the TV Station Assistant and other lower level staff as assigned. The TV Station Coordinator also works with the Mayor's Office to ensure acceptable program content and messaging.

ESSENTIAL FUNCTIONS OF THE JOB:

1. Responsible for operation, planning and oversight of Bellingham's Government, Education, and Public Access Television Channel (BTV) under the direction of the Director of Information Technology who sets overall objectives and available resources. Develops and recommends projects and deadlines as well as plans equipment and resource needs. Assists with the development of the BTV budget; purchases and acquires outside programming for BTV. Develops and maintains operating procedures and guidelines, system documentation, etc. Assures compliance with communications laws and standards.

2. Supervises BTV staff; recommends hire, trains, provides work direction and guidance, evaluates performance and recommends corrective action. Selects and oversees work performed by contractors and consultants. Trains others to use equipment, to assist with station operations and coverage of community events.

3. Prepares and schedules material for playback and livestreaming, including encoding/transcoding of media files, testing submitted materials for quality, and making appropriate adjustments to ensure quality broadcasts. Monitors playback of on-air programs for

accuracy, correct play length, audio/video quality, and playback frequency based on programming schedule and established procedures.

4. Produces basic video programs including meetings, events, seminars, and training sessions.

5. Create additional video programs which educate and inform the residents of Bellingham about City services, community events and government functions.

6. Provide technical oversight for BTV plant and communications, including planning for future technologies; provides analysis and leadership for audio/video plant and operations including BTV studio and City Council Chambers. Researches a variety of issues related to cable franchise agreements and standards.

7. Develops and maintains programming schedules in accordance with policy guidelines provided by IT Director and/or Mayor's office; provides schedule information in print and on website.

8. Communicates with employees at all levels of the organization, with citizens, and with producers based on a wide variety of requests, needs, and inquiries related to video productions, the television station, access television, and cable franchise agreements.

9. Purchases, configures, troubleshoots, and operates complex audio/video systems, satellite and fiber transmission equipment and related software and equipment; performs routine maintenance of electronic equipment; schedules repair services as needed.

10. Researches, previews and responds to questions related to BTV from outside sources, such as other government jurisdictions and/or private production agencies, for possible broadcast on City government and education channel. Assists citizens in resolving questions or concerns related to City cable franchise services and cable franchise agreements.

11. Keeps detailed logs of broadcast information, system downtime, and public communications for archival and organizational purposes. Prepares written materials to appear on station website and on-air. Provides video duplication services for departments and citizens. Provides setup of audio systems in various locations for special events.

ADDITIONAL WORK PERFORMED:

1. Represents the City through participation in public forums or as a member of professional organizations such as the Washington Association of Telecommunications Officers and Advisors (WATOA) and National Association of Telecommunications Officers and Advisors (NATOA).

2. Performs other related work of a similar nature or level.

PERFORMANCE REQUIREMENTS (Knowledge, Skills, and Abilities):

Knowledge of:

- Expert level knowledge of FCC cable programming rules, engineering rules and regulations.
- Strong knowledge of and ability to interpret and advise others of copyright laws, guidelines and best practices for program producers and TV stations.
- Strong knowledge of video and audio production techniques and best practices, distribution technical standards, story development best practices, solutions and equipment.
- Cable plant and audio video engineering and design.

- City cable television franchise requirements and ability to advise employees and citizens when questions arise.
- ADA regulations as related to cable TV stations.

Skill in:

- Expert skill in single camera, field video production and multi-camera video production, as well as in placement and mixing multiple microphones for live events.
- Proficient in scriptwriting; video and audio editing; visual and oral storytelling.
- Strong skills in television graphics design, video server operations, video and audio engineering and technical troubleshooting.
- Good supervisory skills including the ability to plan, organize, delegate, and evaluate the work of others.
- Strong skills for training employees in work processes and techniques, including supervision of staff, interns, contractors, and/or consultants.
- Strong skills for interpreting and adhering to City policies and procedures.
- Excellent command of standard business English including correct grammar, spelling, punctuation, and vocabulary.
- Excellent oral and written communications skills and interpersonal skills for developing and maintaining effective working relationships with employees, other departments, and City personnel, citizens, producers, and vendors.

Ability to:

- Strong ability to operate video equipment including cameras, mobile production equipment, lighting and audio recording instruments, monitors, and computers.
- Strong ability to meet schedules, timelines, maintain records/files, prepare reports, and correspondence.
- Participate as an effective and collaborative team member with ITSD staff and other City employees.
- Obtain and maintain FAA drone operator's license.
- Learn and apply policies, procedures and labor contract provisions.
- Work in fast paced/critical operational environment and work independently with minimal direction.
- Ability and willingness to maintain consistent and punctual attendance.
- Ability and willingness to demonstrate the Public Service Competencies of Service Orientation, Results Orientation, and Teamwork and Cooperation.
- Maintain consistent and punctual attendance.
- Physical ability to perform the essential functions of the job including:
  - visual abilities to include close, distance, color, and peripheral vision; depth perception; and the ability to adjust focus;
  - hearing acuity to detect and evaluate sound quality;
  - fine finger dexterity to operate a computer keyboard and mouse, etc.;
  - frequent lifting, holding, moving and assembling of equipment and materials, up to 50 pounds.
  - frequent standing for sustained periods while carrying and operating equipment up to 15 pounds.

WORKING ENVIRONMENT:

Work is performed in both a studio television production environment and in the field (both indoors and outdoors, including in inclement weather). Position works extensively at a computer workstation or console and may work alone and unsupervised. Performs work on electronic devices and cables in the ceiling or under desks and floors to troubleshoot and repair problems and to connect new equipment.

Requires extensive work outside filming events around the City. Will require working and driving to and from a variety of locations within the municipal area. The position requires significant flexibility in hours, including weekends and evenings.

EXPERIENCE AND TRAINING REQUIREMENTS:

- Bachelor's degree from an accredited college or university with a major in Media/Television Communications or related field.
- Four years of increasingly responsible video production experience required, preferably in a television broadcast or cablecast environment.
- One year of leadership experience in television station operations in a government access, education access, or community access setting strongly preferred.
- An equivalent combination of education and experience sufficient to provide the applicant with the knowledge, skills and ability to perform the essential functions of the job will be considered.

NECESSARY SPECIAL REQUIREMENTS:

- Employment contingent upon passing a criminal conviction and local background check.
- Valid Washington State driver's license and good driving record. Must provide a three-year driving abstract prior to hire.
- Willingness and ability to work extra hours including evening and weekend hours.
- Ability and willingness to respond to evening and weekend callouts for emergencies or when special circumstances require it.
- Agreement to and signature of a Privileged Access Confidentiality Agreement may be required.

PREPARED BY: M. Mulholland/L. Hill/ L. Klemanski 3/05

L. McGowan-Smith
M. Mulholland
A. Sullivan
10/18

REVIEWED BY: _____
Marty Mulholland, ITSD Director