

# Metropolitan King County Council

## Position Descriptions



|                                    |                                 |
|------------------------------------|---------------------------------|
| Position: Station Manager - KCTV   | FLSA: salaried, overtime exempt |
| Department: KCTV                   | Salary Grade: 130               |
| Council Approved: January 22, 2019 | Revised 12/24/2023              |

### Summary

Leads, plans, conceptualizes, and supervises the operations of KCTV. Manages the station's team of multimedia professionals. Oversees the recording and playback of King County meetings, programs, and events for a wide variety of distribution channels.

Establishes production and editorial standards, production schedules, staffing and responsibilities in studio, council chamber, remote location broadcasts, and community events. The Station Manager is a salaried, at-will, overtime exempt classification. This position reports to the Director of Communications but is responsive to all members of the council.

### Distinguishing Career Features

The KCTV Station Manager is a supervisory management position that also provides direct production services for multimedia content. The Station Manager develops broadcast and streaming capabilities to meet the video and digital media communications needs and obligations of the County. The Station Manager integrates multimedia technology with high quality production and excellent customer service. In addition, the Station Manager supervises staff and coordinates production scheduling.

### Essential Duties and Responsibilities

- Leads, the operations of KCTV. Ensures that the KCTV signal appears on cable television and live stream, makes sure the playback equipment is working properly. Monitors channel performance and social media analytics.
- Observes broadcast quality and troubleshoots problems, working through the cable company and internal technical equipment and resources. Makes corrective changes to restore transmission quality.
- Establishes editorial and production standards to insure excellent production value and compelling multimedia content.
- Manages/mentors staff to develop individual skills and build team strength. Sets goals and performance standards and conducts periodic performance appraisals.
- Hires and manages freelance talent, graphic artists and multimedia professionals.
- Supervises station's hybrid council meetings monitoring connectivity and internet stream.
- Collaborates with county departments and communications teams and assigns coverage of news conferences, forums, and other events, many of which cannot be anticipated. Establishes schedules of upcoming productions.
- Oversees pre-production planning and post-production. Assigns and supervises editing of short and long format programs and previously live recorded video productions for channel and social media platforms.
- Looks for opportunities to innovate by researching new broadcast technology and monitoring industry trends, evaluates existing equipment capabilities, and recommends upgrades and/or modifications.
- Evaluates vendors and purchases equipment using established bid and acceptance procedures.
- Administers analyzes, develops, and proposes annual operating and purchase budgets. Monitors expenses and prepares periodic performance reports.

- Seeks out grant opportunities, community partnerships and opportunities to share content with other PEG stations and media partners.
- Performs other duties as assigned that support the overall objective of the position.

## **Qualifications**

### **Knowledge and Skills**

- The position requires advanced knowledge and understanding of television broadcast technologies, techniques, procedures, and equipment. Technical skills in video production and editing.
- Requires a thorough knowledge of communications networks and protocols for delivering live and scheduled broadcasts over cable television.
- Requires thorough knowledge of federal requirements and licenses required to broadcast television programming.
- Strong management and leadership skills, team building and performance and project management.
- Excellent communicator with advanced writing and presentation skills. Well-developed human relations skill to work with diverse personalities and styles, establish harmony and cooperation with work teams, facilitate group discussions, make formal presentations in public settings.

### **Abilities**

- Good critical thinking skills, sound judgement and decision-making and the ability to solve problems.
- Must be able to multitask, prioritize projects and deadlines, organize team to meet deadlines and timetables.
- Must be able to give one-on-one and small group training in the use of television production equipment and software used by KCTV.
- Requires consistent attendance and punctuality.

### **Physical Abilities**

- Requires ambulatory ability to move to various office locations and to bend, stoop, crawl and reach to install cables and equipment.
- Requires sufficient hand eye coordination and dexterity to make small component connections.
- Requires sufficient visual acuity to read technical printed materials, make color distinctions, observe moving objects, and align small components.
- Requires sufficient auditory ability to carry on routine conversations.
- Requires the ability to lift, push, and pull objects of medium-to-heavy weight (less than 50 lbs.) on a recurring basis.
- Requires the ability to work in confined areas having noise and ventilation considerations.

### **Education and Experience**

The position typically requires a bachelor's degree in communications, broadcasting, or other discipline that would enable performance of the job, plus 5 years of progressively responsible experience in a broadcast media environment.

### **Licenses and Certificates**

Requires a valid driver's license.

### **Working Conditions**

Work is performed predominately indoors where some safety considerations exist from physical labor and exposure to electrical equipment.