



Cable Operations Supervisor

Purpose of the role:

Under general supervision, supervises and coordinates the operations of the City's Government Access Cable television channel; coordinates planning for cable services; develops programming and performs production and post-production duties; ensures program compliance with pertinent federal, state, local, and City-driven priorities, mandates, objectives, laws, guidelines, and regulations; and performs related duties as required.

Distinguishing Characteristics:

The Cable Operations Supervisor supervises and directs the operation and programming of the City's cable television channel, TOTV, and performs professional level cable production programming and broadcasting. An incumbent may supervise the development of programs and the full range of production and broadcasting activities and research and report on City-wide cable service issues.

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

Essential Duties and Responsibilities:

- Plans and evaluates the performance of assigned staff; establishes performance requirements and personal development targets; regularly monitors performance and provides coaching for performance improvement and development; recommends compensation and provides other rewards to recognize performance; subject to management concurrence, takes disciplinary action, up to and including termination, to address performance deficiencies, in accordance with the City's Personnel Rules and Regulations.
- Provides day-to-day leadership and works with cable operations staff to ensure a high performance, customer service-oriented work environment which supports achieving the division's and the City's mission, objectives and values.
- Plans, directs, and coordinates the operations of TOTV, including scheduling, continuity, production, publicity, and programming; recommends broadcasting policies, procedures, and standards; assists in developing and monitoring the TOTV budget.
- Supervises and participates in programming activities to ensure quality and compliance with FCC regulations; reviews initial program treatment, scripts, materials, equipment, and crew assignments prior to submission for final approval; oversees all crew, materials, and equipment assignments as required for TOTV programs and live

- cable casts.
- Establishes and maintains liaison with national cable organizations, cable companies, production vendors, other government agencies, and the public relating to the cable channel.
 - Conducts research, performs analyses and prepares reports and recommendations on City-wide cable services issues; performs cable communications research and writing.
 - Develops video programs from original concept to completed project; 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.
 - Researches and orders video tape programming and public service announcements for telecast.
 - Assists in coordinating daily channel operations; coordinates the application of material and personnel in development of video and multi-media programs.
 - Consults and provides technical support to other City departments and community organizations on cable production issues.
 - Prepares production activity and other reports related to cable channel operations in accordance with state and federal requirements.
 - Recommends equipment selection for the cable television production facility; supervises the installation, repair, and maintenance of production equipment; assists with equipment inventory records and in ordering required supplies.
 - Provides audio-visual support for City sponsored presentations.
 - Researches and recommends equipment selection for the cable television production facility.
 - Plans, develops and supervises internship and volunteer programs and participants.
 - Performs related duties as required.

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

***Desired
Minimum
Qualifications:***

Knowledge of:

- Principles and practices of program development and administration.
- Standard organizational and management practices as applied to the analysis and evaluation of programs, policies, and operational needs.
- Recent developments, research methods, current literature, and sources of information related to assigned programs and service areas.
- Terminology used in area of assignment.
- Principles, practices and techniques of long and short-range television programming and production.
- Sources of public television programs.
- Structure and operations of a cable television channel.
- Federal Communications Commission rules and regulations governing the operations of a cable television channel.
- Standard broadcast quality television equipment.
- Principles, techniques and methods of program and broadcast direction.
- Methods and techniques used in customer service and public relations.
- Script writing methods and techniques.
- English usage, spelling, grammar, and punctuation.
- Practices and procedures for budgeting, purchasing and record keeping.
- Principles and practices of effective supervision.

Ability to:

- Direct the programming and operation of a municipal cable television channel in accordance with federal regulations and City policies.
- Perform responsible and difficult programmatic and administrative duties involving the use of independent judgment and personal initiative.
- Understand the organization and operation of the City, assigned program, and of outside agencies as necessary to assume assigned responsibilities.
- Understand, interpret, and apply administrative and departmental policies and procedures as well as pertinent federal, state, and local laws, codes, and regulations.
- Operate cable television broadcasting and production equipment.
- Establish and maintain broadcasting standards.
- Develop program ideas and evaluate video and programming concepts and treatments.
- Review scripts and materials for appeal and interest.
- Plan, organize, direct, train, motivate and evaluate the work of assigned staff.
- Develop crew assignments and assemble materials and equipment to ensure cost-effective broadcasts.
- Research, analyze, and formulate recommendations, work plans, and activities regarding planning, technical, and administrative issues.
- Organize and prioritize timelines and project schedules in an effective and timely manner.
- Analyze organizational, administrative, and technical problems

and adopt effective courses of action.

- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Respond and perform assigned duties in the event of a City-declared emergency.

Competencies:

- Strategic Thinker
- Customer Focused
- Accountable
- Problem Solver and Decision Maker
- Planner and Organizer
- Interpersonally Effective
- Technically Knowledgeable

Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education/Training:

A Bachelor's degree from an accredited college or university with major course work in telecommunications or a closely related field.

**Education and
Experience
Guidelines:**

Experience:

Five years of increasingly responsible experience in the production, direction and administration of cable television operations.

Licenses; Certificates; Special Requirements:

A valid Class C California driver's license is required.

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

**Physical and
Environmental
Conditions:**

Physical: Sufficient physical ability to work in an office setting, television production studio, and to travel to various field locations; sit, stand, walk, reach, twist, turn, kneel, bend, squat, and/or stoop for prolonged periods of time; perform duties requiring grasping, repetitive hand movement, and fine coordination; operate office video production equipment; perform exertive activity requiring lifting and carrying up to 50 pounds. **Vision:** See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents and to operate office equipment. **Hearing:** Hear in the normal audio range with or without correction.

Environment: Standard office setting, television production studio, and field setting; may be exposed to outdoor weather conditions and to moderately loud noise levels; frequent interaction with City officials, employees and the public.

*Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications **may not include all** duties performed by individuals within a classification. In addition, specifications are intended to outline the **minimum** qualifications necessary for entry into the class and do not necessarily convey the final qualifications of incumbents within the position.*

Pursuant to California Government Code Section 3100, all public employees are required to serve as disaster service workers subject to such disaster service activities as may be assigned to them by their supervisor or by law.

Date Adopted: 7/5/03

Date Revised: