



City of Phoenix

VIDEO STATION MANAGER

JOB CODE 06480

Effective Date: 01/93A

DISTINGUISHING FEATURES OF THE CLASS:

The fundamental reason this classification exists is to direct the planning, development, and preparation of video programming responsive to both internal and external needs by working with City management and staff, City departments, cable and commercial media representatives, and community groups. Work includes directing professional staff and equipment in the completion of written narrations and productions to create professional presentations for clients and transforming community issues into electronic programming. Work is performed under the general direction of the Public Information Director and is evaluated on the basis of results achieved.

ESSENTIAL FUNCTIONS:

- Interacts with all levels of management and staff to ensure City policies and priorities are met while improving communication via television;
- Supervises the work of the Video Production section staff;
- Serves as on-camera host for selected programs;
- Makes final evaluation of programs best suited for internal/external release;
- Approves budget preparation for video productions operations;
- Reviews scripts and makes post-production critiques with staff to ensure high standards of program content;
- Approves production dates to avoid time conflicts and ensures efficient use of studio and staff time;
- Maintains regular and reliable attendance;
- Demonstrates superior seamless customer service, integrity, and commitment to innovation, efficiency, and fiscally responsible activity;
- Works more than forty hours in a workweek without additional compensation to perform assigned job duties, including weekends, evenings, early morning hours, and holidays as required.

Required Knowledge, Skills and Abilities:

Knowledge of:

- Current television industry trends, techniques, and technology.
- Principles and practices of personnel management and supervision.



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- Marketing skills for video programs presented to public groups and individuals.
- Electronic news gathering techniques and broadcast industry standards.
- Issues of current interest to the community.
- Script writing and electronic field production management.
- Regulations, procedures, and services of City departments.

Ability to:

- Translate current issues and items of interest into television programming.
- Coordinate various elements of City participation and external media in the release of teleproductions.
- Work cooperatively with employees, clients, and the public.
- Communicate orally with co-workers, customers, clients, and the public using a telephone and in group and face-to-face, one-on-one settings.
- Comprehend and make inferences from materials written in the English language.
- Produce written documents in English language using proper sentence structure, grammar, spelling, and punctuation.
- Remain in a sitting position for an extended period of time.
- Perform a broad range of supervisory responsibilities over others.

Additional Requirements:

- Some positions will require the performance of other essential and marginal functions depending upon work location, assignment, or shift.
- Some positions require the use of personal or City vehicles on City business. Individuals must be physically capable of operating the vehicles safely, possess a valid driver's license and have an acceptable driving record. Use of a personal vehicle for City business will be prohibited if the employee is not authorized to drive a City vehicle or if the employee does not have personal insurance coverage.

ACCEPTABLE EXPERIENCE AND TRAINING:

Five years of professional and management experience in broadcasting and audiovisual industries and a bachelor's degree in broadcast journalism, mass communications, or a related field. Other combinations of experience and education that meet the minimum requirements may be substituted.