

# COMMUNICATIONS - BROADCAST & MEDIA PROFESSIONAL

Job Classification

Adopted: September 30, 2007

Revised: July 1, 2009

## JOB FAMILY CONCEPT

This family consists of four levels of professional broadcast and media work. Levels are distinguished based on the complexity of work, level of supervision received and the degree of autonomy required. Positions in this family develop, plan, write, edit and produce broadcasting productions and programs. This job family is distinguished from the Communications Broadcast & Media Technician job family by the requirement of professional preparation in broadcasting, journalism or related-media, and the application of communication, mass media or marketing theories. This family addresses responsibility for the following functions:

The functions listed are typical examples of work performed by positions in this job classification. Not all functions are performed by all positions in this job classification.

- Produce routine and fundamental broadcast station materials such as station IDs, public service announcements, promotional spots, events calendar, underwriter credits, etc.
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- Coordinate multiple productions
- Act as liaison with media organizations, internal and external stakeholders



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- \* **Complexity:** Refers to the types of equipment used and the diversity of rules and regulations (e.g., federal, state, such as; Copyright, FCC, local, and, University Policies, Regulations & Procedures, grants, and contracts.) Complexity increases as the application, interpretation, and frequency of working with these different Laws, rules and regulations increases. Positions with high complexity interpret the most complex rules and regulations, and take independent action based on those interpretations.
- \* **Scope:** Refers to the operational impact with the size of the affected area (i.e.: department or program level, MAU level, University-wide and/or even statewide) on broadcast and cable services
- \*\* **Lead:** Provide day-to-day guidance, training and direction for staff in addition to other duties. Regularly assign and review work. Fluent in assigned area of responsibility.
- \*\* **Supervise:** Hire, train, evaluate performance, and initiate corrective action.
- \*\*\* Exemption status determined on a case-by-case basis. Essential functions of each job will be reviewed and evaluated in accordance with Fair Labor Standards Act regulations.

[July 2009 revisions included formatting document for consistency, and adding alternate PCLS information.]