Media Specialist III (3433)

**Basic Purpose/Job Function:** Managing media-related activities associated with the University’s radio station, instructional television, cable television, video and audio production facilities.

**Examples of Titles Replaced:** General Manager, KGOU

**Typical Functions May Include:**

1. Managing day-to-day operations and staff supervision
2. Planning and implementing short-term and long-range broadcast goals
3. Promoting involvement and support for station operations
4. Developing new programming and other media activities to maximize coverage
5. Ensuring compliance with broadcast requirements
6. Developing bids and contracts associated with radio and television coverage
7. Instructing and supervising staff and students on production, procedures and systems
8. Coordinating technical operations
9. Maintaining equipment and property inventory; coordinating the purchase of new broadcast equipment
10. Researching, writing, producing and directing broadcasts and/or video shoots
11. Supervising all activities connected with pre- and post-production of programs/presentations
12. Monitoring quality of production; editing tapes and resolving production taping/video problems
13. Consulting with clients for specific broadcast requirements
14. Providing logistical arrangements, cost estimates and staff and equipment scheduling; securing needed materials and/or services and monitoring production, project progress and timelines
15. Maintaining records and preparing reports as required
16. Performing other related duties as assigned

**Risk Management:** Uses established safety practices to protect the health and safety of personnel and property.

**Supervision of Others:** Supervises broadcast and production staff and student personnel.
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Supervision Received: Receives general supervision from designated supervisor.

Minimum Qualifications:

Education: Bachelor’s Degree

- Experience: 36 - 48 months

Type: Journalism, Marketing, Communication or related field

- Broadcast experience, broadcast engineering, broadcast production, interactive classroom production or radio programming

Skills: Effective oral and written communication, familiarity with computers, knowledge of computer software, ability to work independently and good organizational skills

- Special Requirements: Frequent exposure to pressure caused by deadlines and busy periods; may be required to travel; requires contact with other departments and university officials

- Licenses: Determined by the nature of the position and/or department

- Certifications: Determined by the nature of the position and/or department

Minimum requirements may be met by an equivalent combination of education and experience, unless otherwise designated in writing by the department.

Departments are responsible for site-specific job descriptions.