



## 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 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:

- Pre-production
- Production
- Post-production
- Programming
- Scriptwriting
- News writing and reporting
- Announcing and performance

## TYPICAL FUNCTIONS

***The functions listed are typical examples of work performed by positions in this job classification. Not all functions assigned to every position are included, nor is it expected that all positions will be assigned every typical function.***

- Perform or assist in pre-production planning, production, post-production of promotional, public service announcements and video productions
- Produce routine and fundamental broadcast station materials such as station IDs, public service announcements, promotional spots, events calendar, underwriter credits, etc.
- Design, set-up, maintain, create and prepare studio and field production sets
- Set up and operate cameras, lights, cables and microphones and other production equipment
- Responsible for media libraries, inventory and duplication
- Produce and direct broadcast, non-broadcast, in-studio, field, live and remote location productions, including programs, stories, promotions, and public service announcements
- Conduct news, production or archival interviews
- Lead, host or participate in live and recorded programs, productions, news and events
- Develop policies and procedures for department
- Operate media editing and digital effects hardware and software
- Understand, interpret and adhere to external contractual, quality and compliance guidelines from entities such as national media distributors, archival image suppliers, professional media organizations, etc.
- Review budget and expenditures for programs or commercial productions for conformance to budgetary restrictions
- Plan, research and develop ideas for production including concepts, treatments and scripts



- Coordinate multiple productions
- Acts as liaison with media organizations, internal and external stakeholders
- Plan, research, develop and determine the most appropriate methods and techniques to publicize and promote programs and/or services
- Conduct research for internal and external stakeholders
- Research technology and make recommendations of purchases to department.
- Develop policies and procedures for department.
- Make recommendations for scheduling and assist in strategic and long range planning.
- Supervise Staff

### LEVELS AND COMPETENCIES

The primary distinction between levels is reflected in the Level Descriptors. As levels increase, the scope, complexity, and degree of independence increases. Higher levels may perform duties of lower levels. Education and experience are stated at the minimum threshold for the level. Additional education or experience may be desirable for some positions.

**Level 1 (Trainee)**  
**PCLS: 02880**

**Grade 76**  
**Non-Exempt**

#### ***Descriptors***

Work initially performed under general supervision, progressing to intermittent supervision as incumbent develops proficiency. Performs basic level broadcast and media functions following established policies and procedures that are limited in \*scope and complexity. Non-routine issues are referred to supervisor. Assist in writing and editing productions. Responsible for the operation and inventory of equipment. Set-up, maintain and prepare studio and field production sets. Participate in live and recorded programs, productions and events. This level is distinguished from higher levels by the closeness of supervision and limited responsibility in production and programming. This level is designed to develop professional broadcast and media knowledge and skills.

#### ***Knowledge, Skills and Abilities***

Familiarity with operation, maintenance, and troubleshooting procedures for audio/visual, multimedia, and monitoring equipment, as well as automation and computer-assisted editing systems. Familiarity with writing styles for broadcast and multi-media applications. Basic knowledge of media production, communication and dissemination techniques and methods. Problem solving, organizational and communication skills. Ability to learn specific computer software/hardware applications.

#### ***Education and Experience***

Associates degree in journalism, communication, media or related degree, or an equivalent combination of training and experience.



**Level 2**

**PCLS: 02882**

**Grade 77**

**Non-Exempt**

***Descriptors***

Work is performed under intermittent supervision. Perform a variety of assignments that are small in \*scope and complexity and in support of specific programs, projects, events, or organization functions. Apply broadcasting/media best practices and principles in assisting in the planning, researching, writing, editing, and producing newscasts, television/radio programs, segments, video, promotional materials, and/or multimedia materials. Coordinate and assist with conducting interviews for media productions. Assist with pre-production planning, production, and post production of promotional materials, announcements, and/or other multimedia materials. Operate and perform routine maintenance and technical support of media equipment. Lead, host or participate in live and recorded programs, productions and events. Positions in this level are distinguished from Level 1 by the increased oral and written communication skills, and performance of a wide variety of more complex tasks in production and programming.

***Knowledge, Skills and Abilities***

Same as level 1 plus: Knowledge of broadcasting/media techniques, industry standards and best practices. Knowledge of pre-production, production, post-production methods, practices and procedures. Knowledge of computer software/hardware applications. Ability to exercise sound judgment, to analyze situations and make decisions. Ability to multi-task in a timely manner. Ability to generate creative ideas.

***Education and Experience***

Bachelor's degree in journalism, communications, media or related degree and one year of relevant professional experience, or an equivalent combination of training and experience.

**Level 3**

**PCLS: 02884**

**Grade 79**

**Exempt**

***Descriptors***

Works under administrative supervision. Acts as specialist with responsibility for production and programming areas that are moderate in \*scope and complexity. Work is reviewed for overall technical quality and the achievement of specific objectives. Develop, plan, write, produce and edit specific programs, productions, projects, events, and organization functions. Assist with departmental policy development. Plan, research, develop and determine the most appropriate methods and techniques to publicize and promote programs and/or services. Establish content of programs and lead the development of program concepts. Design, coordinate and organize studio and field production sets. Interview and audition prospective program guests: conduct broadcast interviews. Coordinate and \*lead activities of assigned staff during production. Provide training for news staff members, interns and student workers. This level is distinguished from lower levels by serving as a specialist, coordinating and \*\*leading staff, the increased sophistication of writing, speaking and interpersonal communication skills, and greater independence.



***Knowledge, Skills and Abilities***

Same as Level 2 plus: Possesses and applies comprehensive knowledge of particular field of specialization to the completion of significant assignments. Knowledge of techniques and industry standards for all aspects of communications; to include, verbal, writing, editing, visual, news and feature stories and marketing and advertising. Intermediate knowledge of computer software/hardware applications. Demonstrated organizational, research, and analytical skills. Ability to research and determine appropriate communication technique or method. Ability to establish and maintain professional and effective working relationships. Ability to train other staff. Ability to conduct interviews with diverse populations. Ability to \*lead staff.

***Education and Experience***

Bachelor's degree in journalism, communications, media or related degree, and three years of related professional experience, or an equivalent combination of training and experience.

**Level 4**  
**PCLS: 02886**

**Grade 81**  
**Exempt**

***Descriptors***

Works under general direction. Oversees and is accountable for multiple projects and/or programming operations that are large in \*scope and complexity. Evaluates progress and results and recommends major changes. Review and authorize budget and expenditures for programs and/or media productions for conformance to budgetary restrictions. Develop policies and procedures for department. Make recommendations for scheduling and assist in strategic and long range planning. Acts as liaison with media organizations, internal and external stakeholders. Negotiate with outside entities such as national distributors or program and product suppliers. Ensure compliance with applicable laws, regulations, policies and procedures. \*\*Supervise staff. This level is distinguished from lower levels by acting as an expert resource, operating with considerable latitude for un-reviewed actions or decisions, authority to supervise and develop departmental policies.

***Knowledge, Skills and Abilities***

Same as level 3 plus: Expert knowledge in assigned area. Demonstrated experience providing advice and guidance in relevant technical, logistical or production areas. Knowledge and ability to develop and implement policy appropriate to program. Budget skills. Demonstrated leadership skills. Ability to \*\*supervise.

***Education and Experience***

Bachelor's degree in journalism, communications, media or related degree, and five years of related professional experience, or an equivalent combination of training and experience.



UNIVERSITY  
of ALASKA

## COMMUNICATIONS - BROADCAST & MEDIA PROFESSIONAL

Job Classification

Adopted: September 30, 2007

Revised:

**\*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.