



## Assistant General Manager, Director of First Nation's Experience (FNX) Channel

Management Range: 20

Board Approved: 10-10-2019 P. 1|4

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job; however, any additional duties will be reasonably related to this class.*

### **SUMMARY DESCRIPTION**

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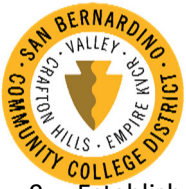
Under the administrative direction of the *General Manager-Executive Director of Broadcast Media Systems*, the *Assistant General Manager-Director, First Nations Experience (FNX) Channel* manages the operations of the FNX channel including the supervision of assigned staff, budget administration, planning and programming, coordinates engineering, external fund raising, and compliance with the Federal Communications Commission (FCC), the Public Broadcasting Service (PBS) and the Corporation for Public Broadcasting (CPB), as well as communicates and coordinates, through the General Manager-Executive Director and Vice Chancellor, operations with the San Manuel Band of Mission Indians, the founding partner of the channel. The *Assistant General Manager-Director FNX Channel* creates and executes the long-range plans for the channel, legal compliance, growth and development, staffing, programming, technical needs, equipment, signal expansion, fundraising and academic support, with the goal of improving the station's service to the District and the community. The incumbent functions as the administrator of the channel's broadcast, online, digital operations, and content. In this capacity, the incumbent is charged with the responsibility of planning, organizing and administering the public service television channel's operations and related activities, and preparation of all required reports.

### **REPRESENTATIVE DUTIES**

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*The following duties are typical for this classification.*

1. Works with the General Manager-Executive Director to plan and direct the activities related to the production of programming for public broadcast on Television and Radio as well as related marketing efforts.
2. Works to support and define the vision, planning and policies of the General Manager-Executive Director in developing collaborative strategies with district and college administration, faculty and staff to ensure the KVCR television, radio and digital media operations are an extension of the student learning experience through internship, production, and other career-building opportunities.
3. Manages and participates in the hiring, evaluation, promotion, and termination of full-time and part-time employees.
4. Monitors the public broadcast activities and makes necessary improvements to enhance programming format and operations to meet the needs of the viewers and the community.
5. Analyzes the programming needs of the public and creates the appropriate content programming; assigns producers to develop and implement programs.
6. Confers and participates with the promotions and development departments regarding special programs, events and fund raising activities.
7. Develops, monitors, maintains, and administers the budget.
8. Establishes policies, procedures and goals for the channels by estimating needs for current and future content and technology.



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9. Establishes department goals, objectives and strategies; develop and implement programs and activities to accomplish goals, foster FNX's position in the market and improve the operations at FNX.
10. Ensures program content complies with all necessary state and Federal laws, regulations, and requirements as well as FNX programming policies and requirements.
11. Ensures completion of and compliance with necessary public file reports, annual CPB Station Activity Surveys, Equal Employment Opportunity (EEO) mandates, charity registration with state Attorney General, Occupational Safety & Health Administration (OSHA) regulations, or other necessary local, state and Federal filings.
12. Collaborates with the Foundation Director to design and implement strategies and long-range plans for organizational sustainability.
13. Develops and implements, in collaboration with KVCR-related development functions, a strategy and long- range plan for organizational sustainability.
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15. Identifies, cultivates, supports and oversees FNX's development efforts in coordination with the General Manager-Executive Director, Vice Chancellor, and the FNX Operating Committee.
16. Develops, plans, and coordinates community service programming and operations of the television channels resulting in high-quality broadcasting services to the nation and the world.
17. Prepares, submits, and administers grants for the public television channel.
18. Prepares, maintains, and submits reports, licenses and applications to relevant state and federal agencies.
19. Meets, coordinates, and consults with operational board and stakeholder groups.
20. Represents the television channel at professional meetings.
21. Develops and maintains community engagements.
22. Anticipates, prevents, and resolves difficult and sensitive inquiries, conflicts and complaints.
23. Performs related duties as required.

### **QUALIFICATIONS**

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*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.*

#### **Knowledge of:**

- Operational characteristics, services, and activities of public broadcast programming, operations, equipment and systems.
- Principles and practices of satellite broadcasting procedures and protocols.
- On-Air methods, techniques, principles, procedures and processes.
- Principles and practices of program development and administration.
- Principles and practices of budget, purchasing and fiscal preparation and administration.
- Principles and practices of contract and grant preparation and administration.
- Public television organizational structures, workflows, systems and operating procedures and processes.
- Federal Communications Commission (FCC) rules and regulations pertaining to station operations.
- Methods and techniques in fundraising preparation and administration.



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- Concepts, methods, techniques and practices in underwriting.
- Principles of supervision, training, and performance evaluation.
- Pertinent federal, state, and local laws, codes, and regulations.
- Developing trends in public media, including digital, multi-channel and emerging technologies.

### Ability to:

- Oversee and participate in the management of a comprehensive public broadcast program.
- Manage broadcast program schedules.
- Develop interpersonal relationships with a diverse audience.
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- Make decisions using independent judgment and discretion.
- Organize, prioritize and schedule project and other work assignments.
- Develop and manage budget and fiscal operations.
- Plan and organize the operation of the television channel in accordance with FCC rules and regulations and KVCR/SBCCD policies.
- Establish and maintain high broadcasting standards.
- Supervise assigned programming, production, development, operations and engineering staff.
- Promote an organizational culture that values creativity, open communications, diversity and tolerance.
- Develop and evaluate comprehensive plans and programs to satisfy present and future broadcasting and public media needs.
- Oversee, direct, lead, coordinate and motivate volunteers, staff and students.
- Participate in the selection and recommendation, supervision, training, and evaluation of staff.
- Participate in the development and administration of goals, objectives, and procedures for assigned area.
- Gather and analyze data and situations and make appropriate decisions.
- Prepare and present comprehensive, concise, clear oral and written reports.
- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Interpret and apply California Education Code, Title 5, federal, state, and local policies, laws, and regulations as it relates to the position.
- Demonstrate a sensitivity to, and understanding of the diverse academic, socioeconomic, cultural, and ethnic backgrounds of community college students and personnel, including those with physical or learning disabilities.
- Demonstrate professionalism, fairness and honesty in all aspects of the performance of duties.
- Provide leadership based on ethics and principles as they relate to public broadcast functions and operations.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.

**Education and Experience Guidelines** – *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:**



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- A Bachelor's degree from an accredited college or university with major coursework preferably in communications, marketing, business management, broadcast or journalism.

### Experience:

- Five (5) years of increasingly responsible media experience including three (3) years of administrative and supervisory responsibility.
- Demonstrated sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students.

### License or Certificate:

- Current and valid California driver's license.

### Preferred Education/Experience:

- A Master's Degree.
- A minimum of two years of public media experience.
- Experience working in public broadcasting and experience in a college or university setting.
- Experience with startup of a new an innovative public media service.
- Experience with national distribution.
- Experience with developing partnerships and collaborations.
- Experience with diversity programming and services.

## **PHYSICAL DEMANDS AND WORKING ENVIRONMENT**

*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.*

**Environment:** Work is performed primarily in a standard office setting. Occasion exposure to work in confined areas and exposure to electrical hazards.

**Physical:** Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

**Vision:** See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and to operate assigned equipment.

**Hearing:** Hear in the normal audio range with or without correction.