



CLASS SPECIFICATION FOR:

## Television and Media Services Manager

### General Statement of Duties:

Plans, develops and supervises Henrico County's local government access channel television services and staff; assists the Director of Public Relations and Media Services in developing and implementing a positive public relations plan and program for the County; performs related work as required.

### Distinguishing Features of Class:

The incumbent in this class applies in-depth knowledge of television programming and in the delivery of technology-based communication. The incumbent sets goals and objectives and implements programs. Work is performed independently, with wide latitude for planning and for making technical decisions. The incumbent works closely with key County officials, agency heads and with outside officials in the planning, design and implementation of television programming and services. The employee also assists the Director of Public Relations and Media Services by providing administrative support in the areas of budget planning, policy development, staffing, program priorities and evaluation, and long-range planning. The incumbent works under the direction of the Director of Public Relations and Media Services.

### Examples of Assigned Duties *(illustrative of the types and scope of duties and responsibilities assigned to positions in this class):*

- Develops objectives for television services that ensure the provision of quality, continuous programming and that supports the mission of the County;
- Develops television programs, publications and other materials to meet the communications needs of County agencies, the County Manager and the Board of Supervisors;
- Consults with and advises county agencies, officials or their representatives on public relations concerns, special events and television programs;
- Interviews all levels of County employees to obtain information for articles, brochures and HCTV programs;
- Develops a plan of operation that encourages creativity, teamwork and maximum equipment utilization, while maintaining a reasonable cost of operation;
- Recruits, hires, supervises and develops staff of specialists, technicians and production talent;
- Maintains constant contact with the Director of Public Relations and Media Services, the County Manager, agency heads and key officials to stay abreast of events and programs that could be included in production activities;
- Assists the Director in preparing, administering and monitoring Public Relations and Media Services' budget/annual fiscal plan;
- Works with the Director to establish long-range goals and plans for Public Relations and Media Services;
- Appears on radio and television programs and speaks before civic/community groups to publicize County projects, activities and initiatives;
- Evaluates the effectiveness of television productions in meeting the county mission and the general needs of the community;
- Works cooperatively with the Director of Public Relations and Media Services and television production team members to establish operational standards and quality expectations;
- Assists with and manages, in Directors absence, operations, programming, video production and video services staff of government access channel, HCTV;
- Assists with media training classes for executive and senior-level County officials;
- Maintains the County's photographic and video archives;
- Oversees the maintenance, installation and use of studio facilities;
- Promotes the services of the television station to County staff and the community in an enthusiastic and positive manner;
- Prepares and manages technical support budgets and capital improvement requests;
- Develops and implements an annual programming plan and produces a monthly program schedule;
- Maintains all audio-visual equipment in the Training Center, Board Room and other conference rooms;
- Oversees live streaming and archiving of Board of Supervisor meetings;
- Staffs the Emergency Operations Center when activated as directed by the Director of Public Relations & Media Services;
- Performs other duties as assigned.



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### Required Knowledge, Skills and Abilities:

Extensive knowledge of planning and producing quality television programs; extensive knowledge of television services and staffing requirements; comprehensive knowledge of telecommunications technology; skill in the use of telecommunications equipment and production development; excellent public relations, communications and organizational skills; ability to coordinate, analyze and synthesize creative and technical information; sound judgement with demonstrated ability to consider and weigh a variety of relevant factors and make accurate decisions or recommendations; ability to plan, budget and schedule projects; excellent oral and written communication skills; ability to collaborate effectively and to establish and maintain highly effective working relationships with County and elected officials, employees, consultants, contractors, and the general public; ability to express ideas clearly and concisely, orally and in writing; ability to work independently and as part of a team; personal accountability including teamwork and establishing and maintaining positive relationships the public, colleagues and assigned staff; excellent management and supervisory skills including the ability to develop, coach and mentor as well as foster and maintain high morale and engagement; excellent customer service skills; tact; and courtesy. Must be able to positively and appropriately represent the County with the public and other internal and external stakeholders. May require the ability to work a flexible schedule as needed.

### Minimum Education and Experience:

Education: Four (4) year degree in communications, public relations, film and television production or related field;

Experience: Four (4) years of experience in commercial or private broadcasting, public relations or satellite delivery, including one (1) year of supervisory experience;

OR: Any equivalent combination of experience and training which provides the required knowledge, skills and abilities.

### Additional Requirements:

NOTE: Effective 4/1/2009 County Ordinance 1128 requires a criminal history record check and fingerprinting of all employees in authorized and hourly safety sensitive positions.

NOTE: All employees are required to successfully complete National Incident Management System (NIMS) Incident Command System (ICS) 700 (Introduction) training. Successful completion of additional NIMS ICS training courses may be required based on the job classification, level of responsibility, and department. Please refer to Fire's Intranet site for a list of NIMS ICS requirements by job classification.

- May require a valid driver's license to perform assigned duties at various locations.