



Career Service Authority
Television Programmer

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GENERAL STATEMENT OF CLASS DUTIES

Performs full performance, professional level work for Denver 8 by coordinating the preparation, scheduling, and delivery of television programming and coordinating the acquisition of television programs and promotional announcements.

DISTINGUISHING CHARACTERISTICS

Television Programmer is distinguished from the *Television Engineer*, which performs professional level work setting up, operating, and maintaining the electronic equipment used to record and transmit a television program. In addition, the Television Programmer is distinguished from the *Television & Video Production Support Technician*, which level production support work by setting up studio and locations for video production and operating and maintaining television equipment. Next, the Television Programmer is distinguished from the *Television & Video Producer*, which performs professional level work planning, producing, and coordinating studio, remote, field, live, and recorded productions. Finally, the Television Programmer is distinguished from the *Television & Video Director/Editor*, which performs professional level work planning, directing, and editing studio, remote, field, live, and recorded productions.

Guidelines, Difficulty and Decision Making Level:

Guidelines are generally numerous, well established, and directly applicable to the work assignment. Work assignment and desired results are explained by general oral or written instructions.

Duties assigned are generally repetitive and restricted in scope but may be of substantial intricacy. Employee primarily applies standardized practices.

Decisions or recommendation on non-standardized situation are limited to relating organizational policies to specific cases. Problems that are not covered by guidelines or are without precedent are taken up with the supervisor.

Level of Supervision Received and Quality Review:

Under general supervision, the employee receives assignments and is expected to carry them through to completion with substantial independence. Work is reviewed for adherence to instructions, accuracy, completeness and conformance to standard practice or precedent. Recurring work clearly covered by guidelines may or may not be reviewed.

Interpersonal Communications and Purpose:

Contact with the public or employees where explanatory or interpretive information is exchanged, gathered or presented, and presented with some degree of discretion and judgment are required within the parameters of the job function.

Level of Supervision Exercised:

By position, performs lead work.

ESSENTIAL DUTIES

Oversees operation of multiple-channel, automated master control systems, including the digital program asset management database.

Records programming from satellite or other sources; monitors technical quality of all programming assets and material.

Previews and prepares approved media for air including insertion of promotional and interstitial material; organizes and prepares programming and promotional media for use on programming assets.

Prepares regular daily, weekly, and monthly accurate cablecast schedules that support agency television programming initiatives and may be required to determine and adjust the schedule.

Researches programming sources and works with agency communications director to acquire and/or help develop programs that serve city administration and agencies' customer service goals.

Coordinates on-air delivery of agency television promotional activities.

Prepares program guides, on-screen promotional graphics and formats, and programming operational reports.

Advises management on program acquisition budget and licensing agreements.

Performs other related duties as assigned or requested.

Any one position may not include all of the duties listed. However, the allocation of positions will be determined by the amount of time spent in performing the essential duties listed above.

MINIMUM QUALIFICATIONS

Competencies, Knowledge & Skills:

Technical Competence – Uses knowledge that is acquired through formal training or extensive on the job experience to perform one's job; works with, understands, and evaluates technical information related to the job; advises others on technical issues.

Creative Thinking – Uses imagination to develop new insights into situations and applies innovative solutions to problems; designs new method where established methods and procedures are inapplicable or unavailable.

Attention to Detail – Is thorough when performing work and conscientious about attending to detail.

Listening – Receives, attends to, interprets, and responds to verbal messages and other cues such as body language in ways that are appropriate to listeners and situations.

Decision Making – Makes sound, well informed, and objective decisions; perceives the impact and implications of decisions; commits to action, even in uncertain situations, to accomplish organizational goals; causes change.

Planning and Evaluating – Organizes work, sets priorities, determines resource requirements; determine short- or long-term goals and strategies to achieve them; coordinates with other organizations or parts of the organization; monitors progress, evaluates outcomes.

Teamwork – Encourages and facilitates cooperation, pride, trust, and group identity; fosters commitment and team spirit; works with others to achieve goals.

Customer Service – Works with client and customers to assess their needs, provide information or assistance, resolve their problems, or satisfy their expectations; knows about available products and services; is committed to providing quality products and services.

Reading – Understands and interprets written material, including technical material rules, regulations, instructions, reports, charts, graphs, or tables; applies what is learned from written materials to specific situations.

Reasoning – Identifies rules, principles, or relationships that explain facts, data, or other information; analyzes information and makes correct inferences or draws accurate conclusions.

Oral Communication – Expresses information (for example, ideas or facts) to individuals or groups effectively, taking into account the audience and nature of the information (for example, technical, sensitive, controversial); makes clear and convincing oral presentations; listens to others, attends to nonverbal cues, and responds appropriately.

Problem Solving – Identifies problems; determines accuracy and relevance of information; uses sound judgment to generate and evaluate alternatives, and to make recommendations.

Knowledge of media production, communication, and dissemination techniques and methods.

Knowledge of transmission, broadcasting, switching, control, and operation of telecommunications systems.

Skill in operating television master control equipment and dubbing machines.

Knowledge of program promotion sufficient to be able to coordinate activities.

Physical Demands:

Sitting: remaining in the normal seated position.

Lifting: raising or lowering an object from one level to another.

Carrying: transporting an object, usually by hand, arm, or shoulder.

Reaching: extending the hand(s) and arm(s) in any direction.

Handling: seizing, holding, grasping, or otherwise working with hand(s).
Fingering: picking, pinching, or otherwise working with fingers.
Feeling: perceiving attributes of objects by means of skin receptors.
Talking: expressing or exchanging ideas by means of spoken words.
Hearing: perceiving the nature of sounds by the ear.
Repetitive Motions: making frequent movements with a part of the body.
Eye/Hand/Foot Coordination: performing work through using two or more.
Lifting: raising or lowering an object more than 50 pounds.
Far Acuity: ability to see clearly at 20 feet or more.
Near Acuity: ability to see clearly at 20 inches or less.
Depth Perception: ability to judge distance and space relationships.
Field of Vision: ability to see peripherally.
Accommodation: ability to adjust vision to bring objects into focus.
Color Vision: ability to distinguish and identify different colors.

Working Environment:

Exposed to hazards from electrical, mechanical, and/or power equipment.
Handles emergency or crisis situations.
Possible night and weekend work.
Work is primarily performed in an office setting and frequently at other locations for meetings.

Education Requirement:

Bachelor degree in Communications, Public Relations, Television Production, Business, Engineering, Computer Science, or a directly related field.

Experience Requirement:

Two years of experience in any basic component of television production, including experience in program preparation and automated playback for a full video cable or broadcast television station.

Education/Experience Equivalency:

Additional appropriate education may be substituted for the minimum experience requirement.

Additional appropriate type and level of experience may be substituted for the minimum education requirement on a one year for one year basis.

Licensure and/or Certification:

By position, requires a valid driver's license.

CLASS DETAIL

FLSA CODE: Exempt

ESTABLISHED DATE: 09/16/1994

REVISED DATE: 07/20/2008

REVISED BY: Melissa Palmer

CLASS HISTORY 2/16/06 - This job spec is updated into HR Manager Format. Physical demands are updated. In addition, although this class coordinates and prepares television schedules, it is not responsible for producing or directing agency and station promotional activities.

7/20/08 – Updated General Statement of Duties, Distinguishing Characteristics, and Minimum Qualifications.