



## PCTV COMMUNICATIONS MANAGER

**Department:** Communication  
**Job Class:** 104600  
**Pay Range:** Executive 05

**FLSA Status:** Exempt  
**Represented:** No

Classification descriptions are intended to present a descriptive list of the range of duties performed by employees in this class and are not intended to reflect all duties performed within the job.

**GENERAL FUNCTION:** This is highly responsible administrative and management work in the Department of Communications. An employee in this classification is responsible for managing the daily operations of the Rainier Communications Commission (RCC) and Pierce County TV (PCTV), which provide video production, assistance to member jurisdictions on telecommunications issues, and use of government access channel(s) on cable television systems. This position is similar to the general manager of private television stations.

### **ESSENTIAL FUNCTIONS:**

- Manage the operation of the government and education channels, including PCTV, University Place TV, the channel serving Clover Park Technical College, and other channels as assigned.
- Manage and participate in the development and distribution of award-winning videos for PCTV members and partners that showcase important decisions and debates and tell stories about people, places and events in our communities.
- Manage the presence and expansion of PCTV video services online.
- Work with RCC members to evaluate and adjust the business model to ensure the organization's stability during a time of change and uncertainty in the cable and PEG channel industries.
- Recruit, develop and maintain contract agreements to provide video services and/or cable franchise negotiations to area jurisdictions and agencies. This includes attracting new jurisdictions to join the RCC or contract for project work, and ensuring that existing members see the value of their membership.
- Oversee cable company compliance with local franchises.
- Advise RCC members regarding national, state and local telecommunications issues, including rights-of-way and other policies and decisions that may impact cable franchises, and recommend opportunities for regional cooperation in telecommunications.
- Provide excellent customer service with an emphasis on cable complaint resolution, consumer protection and franchise and agreement administration.
- Develop and execute the approved annual budget for the RCC and PCTV, including grants and related accounting and fiscal work. Assist with developing budgets for UPTV and other channels as assigned.
- Manage the inventory, lifecycle and budget for video, broadcasting, and other equipment for PCTV.
- Manage production hours, program sharing and channel schedules for RCC members.
- Manage the daily operations of the RCC and PCTV staff. Ensure staff members are trained and remain current in their proficiency and expertise. Such duties include, but are not limited to, managing staff schedules, leaves, evaluations, discipline and performance measures.
- Appear before the RCC and county and city councils to present information about the RCC and PCTV.
- Represent the organization at national, state and local meetings, conferences and public appearances regarding telecommunications and video production services.
- Establish training and guidelines for RCC members to best utilize PCTV facilities and equipment.
- Maintain a mutually beneficial relationship with the RCC's landlord, Clover Park Technical College.
- Maintain regular, predictable and punctual attendance during regularly scheduled work hours.
- Work a flexible schedule, which may include evenings, weekends and holidays, and involves some travel.
- Ensure consistent interpretation of laws, rules, policies and procedures.
- Meet travel requirements of the position.

## **PCTV COMMUNICATIONS MANAGER**

### **Classification Description – Pierce County**

#### **Page 2**

- Perform the physical requirements of the position; work within the established working conditions of the position.

#### **KNOWLEDGE, SKILLS AND ABILITIES:**

##### **Extensive knowledge of:**

- Using video to tell stories.
- Cable television, programming and video technology, including studio production.
- Preparing and executing a multi-program budget.

##### **General knowledge of:**

- Fiscal management, administrative procedures and relevant laws and regulatory agency requirements including federal, state and local laws, rules and regulations.
- Sound fiscal programs and budgeting processes necessary to manage assets to ensure that budget constraints and timelines are met.
- The roles of various government agencies, jurisdictions and elected officials in the community.
- Principles and practices of public administration, organization and employee supervision.
- Contracting policies and procedures.
- Related and necessary production software applications.

##### **Skill in:**

- Writing, producing, editing and/or hosting television programs.
- Effective independent work to coordinate and perform multiple duties and assignments concurrently and in a timely manner.
- Use of independent judgment, effective decision-making and problem-solving.
- Supervision, mentoring and team-building of staff.
- Maintain cooperative and effective working relationships with co-workers, other managers and supervisors, division support staff, RCC members and the public.
- Understand and follow written and verbal instructions.
- Communicate effectively verbally and in writing to audiences of various social, cultural, ethnic, educational and economic backgrounds.

**SPECIAL REQUIREMENTS:** Possess a valid Washington State driver's license. Must pass a background investigation as established under Pierce County personnel policies.

**SUPERVISION RECEIVED AND EXERCISED:** An incumbent exercises considerable responsibility for decision-making on both a technical and administrative level. Considerable latitude exists for the exercise of independent judgment and action within the basic framework of relevant laws, codes, and regulations. Work is performed under the general direction of the Pierce County Director of Communications, with significant input from the RCC and the PCTV Advisory Board. The PCTV Communications Manager has full supervisory responsibility for all staff assigned to PCTV and the RCC, including hiring, evaluation, training and disciplinary action.

**WORK ENVIRONMENT:** The work environment characteristics described herein are representative of those an employee encounters while performing the essential functions of the position. The Communication Manager works in an office environment on a daily basis. Travel to various work sites and/or meeting locations is required. Work is generally completed on a regularly scheduled basis, however, attendance at meetings or completion of work outside of normal scheduled hours may be required. Extended periods of

## **PCTV COMMUNICATIONS MANAGER**

### **Classification Description – Pierce County**

#### **Page 3**

concentration and sedentary work at a work station is required. Work is subject to frequent interruptions and normal office noise.

**PHYSICAL REQUIREMENTS:** The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of the position. Physical activities required are finger dexterity necessary to operate equipment used in the position, talking, seeing, and hearing. There is some walking, sitting, bending/stooping, pushing/pulling and minimal lifting associated with the classification as it is currently performed. Ability to travel to attend meetings away from regular work site is required.

**MINIMUM REQUIREMENTS TO APPLY:** Graduation from a four-year college or university with major course work in journalism, communications, public administration, or related discipline applicable to the duties of the position, and eight years of experience in managing and producing video communications or closely related field is required. Additional related education or experience may substitute year-for-year for the minimum requirements. Broadcasting or cable network experience preferred.