

CABLE ACCESS COORDINATOR

DEFINITION

Administers and directs the City's cable television activities and operating channels; interprets, implements and supervises the technical/engineering aspects of cable television productions; fosters cooperative working relationships with governmental agencies and various public and private groups; administers and monitors provisions of the City's cable television franchise agreements; performs related work as assigned.

SUPERVISION RECEIVED AND EXERCISED

The Cable Access Coordinator receives administrative direction from the Assistant City Manager. Provides supervision to full and part-time production and camera operations staff.

CLASS CHARACTERISTICS

This single-position class manages all City cable television activities including overall policy development, program planning, fiscal management, administration and operation of CATV equipment and facilities. The incumbent in this classification must be able to work closely with all operating departments of the City, representatives of other organizations and be able to work independently in a productive and efficient manner without direct supervision. Responsibilities include implementing and administering all of the City CATV activities and supervising staff. The incumbent is accountable for accomplishing unit planning and operational goals and objectives and for furthering City goals and objectives within general policy guidelines. Assignments allow for a high degree of administrative discretion in the day-to-day operations of the unit.

EXAMPLES OF DUTIES (Illustrative Only)

- Develops and directs the implementation of goals, objectives, policies, procedures and work standards for the unit; prepares and administers the unit's business plan and budget.
- Plans, organizes, administers, reviews and evaluates the work of technical staff through subordinate levels of supervision.
- Provides for the selection, training, professional development and work evaluation of department staff; authorizes discipline as required; provides policy and procedural guidance and interpretation to staff.
- Promotes community access television to residents, non-profit organizations, educators, businesses, potential users and viewers.
- Monitors technical, operational and other performance standards pursuant to franchise agreements between the City and cable corporations.
- Responds to and investigates citizen and subscriber complaints and questions.
- Develops, implements, monitors and evaluates all cable television production facilities, activities and services; selects equipment for the City's cable television production facilities.
- Represents the unit and the City in meetings with members of the City Council, various governmental agencies and local public and private organizations

- Acts as liaison for the City with other agencies and organizations regarding cable television matters.
- Monitors development of the cable television system and ensures franchisee compliance with established time parameters for completion of work.
- Prioritizes and allocates available resources; reviews and evaluates program and service delivery, makes recommendations for improvement and ensures maximum effective service provision.
- Prepares estimates of supplies and equipment; orders, purchases and/or obtains supplies and equipment to maintain an adequate inventory for program needs.
- Prepares and creates a variety of written correspondence, reports, procedures, ordinances and other written materials.
- Monitors changes in laws, regulations and technology that may affect unit operations; implements policy and procedural changes as required.

QUALIFICATIONS

Knowledge of:

- Principles, practices and procedures related to the development and implementation of a comprehensive cable access program.
- Administrative principles and practices, including goal setting, program development, implementation, evaluation and supervision of staff.
- Principles and practices of budget development, administration and accountability.
- Funding sources impacting program and service development.
- Principles and practices of contract administration and evaluation.
- Techniques for effectively representing the City in contacts with governmental agencies, community groups and various business, professional, educational and governmental organizations.
- State and federal laws and regulations concerning the operation of cable systems.

Skill in:

- Selecting, training, motivating and evaluating the work of staff.
- Providing for the training and professional development of staff.
- Developing and implementing goals, objectives, work standards and internal controls for the unit.
- Advising on the acquisition, design and construction of cable systems, equipment and facilities.
- Interpreting, applying and explaining complex laws, codes, regulations and ordinances.
- Effectively representing the department and the City in meetings with governmental agencies, community groups and various business, professional, educational and governmental organizations.
- Preparing clear and concise reports, correspondence, policies, procedures and other written materials.
- Using tact, initiative, prudence and independent judgment within general policy and legal guidelines.

- Establishing and maintaining effective working relationships with those contacted in the course of the work.

Education and Experience:

Equivalent to possession of an Associate of Arts degree with major coursework in communications, television production, business or public administration or a closely related field and three years of experience performing technical telecommunications work, including one year of supervision. Additional education as described above, leading to a bachelor's degree, may be substituted for one year of the required experience.

Licenses and Certifications:

Must possess and maintain a valid California class C driver's license and a satisfactory driving record.

Working Conditions:

Works inside and outside. May be required to work evening, weekend and holiday hours, special events, overtime and out-of-doors in all weather conditions to direct the operation of telecasts and operate equipment. May travel to sites outside of the City.

Physical Demands:

Must possess mobility to work in a production/office setting and use standard office and cable equipment, including a computer; strength to lift and carry office and production materials weighing up to 40 pounds, 70 pounds with assistance, and to reach and stoop to participate in production activities; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone.