

DIRECTOR OF BROADCASTING

Function of Job:

Under the direction of the General Manager, to be responsible for all NHPTV acquired and station-produced broadcast and closed circuit programming, including school/outreach programs and related production operations.

Characteristic Duties and Responsibilities:

1. Develop and oversee all broadcast and closed circuit programming for NHPTV in accordance with the station's missions and goals.
2. Coordinate all programming and production resources of the station for maximum impact and effectiveness.
3. Develop and coordinate all local productions and related policies and procedures.
4. Manage the development and oversight of production staff and support units to carry out local production initiatives.
5. Serve as a senior manager of NHPTV, participating in all long-range planning.
6. Hire, supervise, evaluate, and assign goals to management and support staff reporting directly to Director of Broadcasting.
7. Work with management in the development of programming for new technologies.
8. Identify, develop, and provide oversight of programming designed for regional or network distribution, keeping abreast of all industry trends.
9. Develop and analyze audience and program outreach.
10. Represent NHPTV to the public at large, to the FCC, and other government agencies in matters relative to programming operations.
11. Develop ties and cooperative efforts with state institutions, including arts associations, educational institutions, etc.
12. Administer and monitor various broadcasting budgets.
13. Perform related duties as assigned.

Minimum Acceptable Qualifications:

1. Bachelor's degree and five years of experience in television programming, including at least two years in public television **or** Master's degree and three years of experience in television programming, including two years in public television.
2. Demonstrated supervisory and organizational skills.
3. Familiarity with FCC rules and regulations.
4. Understanding of audience research techniques.

Additional Desirable Qualifications:

1. Degree(s) in radio/television, communications, or journalism.
2. Production experience.

6/4/85

System Approval

6/4/85

Effective Date

This document is a generic classification specification of the University System of New Hampshire. Its purpose is to describe the representative responsibilities and general level of complexity, and it is not a substitute for the specific job description of the individual position.