

CABLE TELEVISION GENERAL MANAGER - 1079

General Definition of Work:

Performs difficult professional work in the management and supervision of the County's cable television operations. Work is performed under the general direction of a Deputy County Manager. Supervision is exercised over departmental personnel.

Essential Functions:

- **Participating in the Communications and Outreach program for the County.**
- **Directing and supervising the overall programming and direction of the government cable television channel as well as producing, directing.**
- **Editing and shooting video productions for Channel 22.**
- **Creating, managing and maintaining marketing, production and programming of government cable TV access Channel 22.**
- **Hosting programs and on-air talent.**
- **Creating and overseeing development of promotional videos for use by County departments.**
- **Produces live meetings on Channel 22 and Live-to-Tape productions in the field.**

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.)

Typical Tasks:

- Supervises Producer.
- Implements and updates video production software and equipment needs.
- Researches and writes scripts.
- Shoots and directs video productions.
- Develops graphics and edits video to product completion.
- Serves as a back-up Public Information Officer when needed.
- Coordinates departmental budget with Communications and Outreach Manager.
- Performs related tasks as required.

Knowledge, Skills and Abilities:

Thorough knowledge of all aspects of video production; thorough knowledge of cable television and video scripting, programming, editing, direction and management; general knowledge of electrical and electronic equipment, systems, design, transmissions and technologies; ability to develop creative and effective cable television and audio-video programs and services; ability to develop, produce and implement cable television programs; ability to establish and maintain effective working relationships with associates and the general public.

Education and Experience:

Requires graduation from an accredited college or university with major course work in mass communications or television production and considerable experience in video production. An equivalent combination of education and experience may be considered.

Physical Requirements:

This is medium work requiring the exertion of 50 pounds of force occasionally, up to 20 pounds of force frequently, and up to 10 pounds of force constantly to move objects; work requires climbing, balancing, stooping, kneeling, crouching, crawling, reaching, standing, walking, pushing, pulling, lifting, fingering, grasping, feeling, and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; visual acuity is required for depth perception, color perception, preparing and analyzing written or computer data, visual inspection involving small defects and/or small parts, use of measuring devices, assembly or fabrication of parts at or within arms length, operation of machines, operation of motor vehicles or equipment, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker is subject to inside and outside environmental conditions, extreme cold, extreme heat, noise, and hazards.

Special Requirements:

Requires occasional evening work for board meetings and other County events. Possession of an appropriate driver's license valid in the state of North Carolina. Position is essential as defined by the Inclement Weather Plan. Position is a safety-sensitive position as defined by the Drug Free Workplace. HR revised 9-25-2013