

COMMUNICATIONS/CABLE SPECIALIST

542

DEPARTMENT: Human Resource/Communications

NATURE OF WORK:

Performs responsible professional work in the areas of video center management and production, public information, government access cable programming, and media relations.

Work is performed under the general supervision of the Communications Neighborhood Connections Coordinator.

ESSENTIAL FUNCTIONS OF THE JOB:

Produces bimonthly County New Program, "Headline News." Work includes research, writing, and scripting of program, and program scheduling for the host, guests, and technician. Operates camcorder, studio cameras, and other equipment as needed.

Produces special video programs on pertinent topics, as requested. Work includes research, writing and scripting of program, and program scheduling for the host, guests, and technician. Operates camcorder, studio cameras, and other equipment, as needed.

Develops and monitors policies and procedures for use of the Community Video Center.

Oversees the publication of the Annual Progress Report and monthly citizens news report, "FYI," and its supplements. Solicits articles from County Departments. Researches, writes, edits, and proofreads publications. Provides Graphics Department with approved copy on a disk for layout and design. Ensures timely printing and distribution of newsletter.

Maintains "FYI" files and mailing list; updates mailing list monthly before forwarding to printer.

Writes or provides editorial support for information brochures or newsletters for communications both within the organization and for the general public; assists in scheduling photography and other appropriate publicity when necessary.

Coordinates recruitment and training of County cable volunteers; conducts training as required; maintains related records, handles correspondence, and assists with recognition of volunteers.

Assists with scheduling and publicity of the County's live call-in show "On-Line," and other programs.

Programs County government related printed information for broadcast over Cable Channel 36. Assists City cable Channel with developing messages for County and City bulletin boards. Includes compiling, editing, and typing information into character generator in compliance with the time stipulations set by the departments. Develops and maintains airing schedule.

Manages the Community Video Center operations and coordinates effort among the County, City and Cable Company.

Assists the Cable Administrator with the Cable Advisory Committee meetings. Sets meeting agenda, takes meeting minutes, mails information packets, processes complaints, and maintains cable files.

Monitors the Communications Office budget.

Composes and prepares memorandums and correspondence.

Provides support to Communications and Neighborhood Connections Coordinator when the County emergency plan is activated.

Coordinates special events and projects as needed.

Performs work safely in accordance with departmental safety procedures and the County Safety Program. Operates equipment safely and reports any unsafe work condition or practice to supervisor.

Performs other related duties as required.

JOB LOCATION AND EQUIPMENT OPERATED:

Duties are performed in an office setting, at the County cable studio, and at various locations throughout the County. Requires driving personal vehicle to assigned work locations. Requires attendance at night meetings. Requires programming government channel for special broadcast of night meetings for City viewers. Operates standard office equipment including telephone, computer keyboard, calculator, and copy machine. Operates video camcorders and microphone, studio cameras, character generator, and other video equipment, as needed. Operates standard office equipment including telephone, computer keyboard, and copy machine.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Considerable knowledge of video production and cable television operations.

Ability to write clearly, concisely, effectively, and creatively.

Ability to speak effectively.

Ability to establish and maintain effective working relationships with employees, volunteers, the media, and general public.

Ability to operate office equipment, word processing equipment, and microcomputers as required to accomplish the work assigned.

Ability to work under pressure and meet deadlines.

Ability to plan, coordinate, and organize group activities.

Ability to establish priorities and manage multiple projects.

MINIMUM QUALIFICATIONS:

Must possess a Bachelor's Degree in Journalism, Communications, or related field; considerable work experience in video production, public information, or communications; or any acceptable education and experience providing the knowledge, skills, and abilities cited above.

IDENTIFICATION OF GENERAL APTITUDES AND PHYSICAL REQUIREMENTS

Position Title Communications/Cable Specialist Position Number 542
Department Human Resources Division Communications

The Americans with Disabilities Act requires that we identify the general aptitudes and physical requirements needed to perform the job listed above. Individuals who have the position must be able to perform all essential job functions unaided or with reasonable accommodation.

I. Mental Abilities: General learning ability. The ability to “catch on” or understand instructions and underlying principles.

- Ability to understand and follow oral instruction
- Ability to understand and follow written instruction
- Ability to guide and/or give instructions
- Ability to make decisions in accordance with established procedures and policies
- Not essential to job function

II. Verbal Abilities: Ability to understand meanings of words and ideas associated with them and to use them effectively. To comprehend language, to understand relationships between words, and to understand meanings of whole sentences and paragraphs. To present information or ideas clearly.

1. Speaking/Talking:

- Answering telephone, radio, or switchboard
- Communicating with County officials
- Communicating with general public
- Communicating with vendors
- Communicating with supervisors and/or with other employees
- Communicating with others volunteers, patrons
- Not essential to job function

2. Hearing/Listening:

- For communication with County officials, public, vendors, supervisors and/or other employees
- Not essential to job function

3. Reading: (ability to read and understand text)

- Essential to job function
- Not essential to job function

III. Numerical: Ability to perform arithmetic operations quickly and accurately.

- Ability to mentally perform accurate two digit calculations
- Ability to perform accurate calculations aided by a calculator, adding machine or measurement device

IV. Spatial Abilities: Ability to comprehend forms in space and understand relationships of plane and solid objects. May be used in such tasks as blue print reading and in solving geometry problems. Frequently described as the ability to “visualize” objects of two or three dimensions, or to think visually of geometric forms.

- Essential function
- Not essential function

V. Motor Coordination: Ability to coordinate eyes and hands or fingers rapidly and accurately in making precise movements with speed. Ability to make a movement response accurately and quickly.

1. Manual Dexterity: Ability to move the hands easily and skillfully. To work with the hands in placing and turning motions.

- | | |
|--|--|
| <input checked="" type="checkbox"/> Use telephone | <input checked="" type="checkbox"/> Manipulate computer keyboard and mouse |
| <input checked="" type="checkbox"/> Use switchboard | <input checked="" type="checkbox"/> Use postage machine |
| <input type="checkbox"/> Use radio/console | <input checked="" type="checkbox"/> Use hand tools |
| <input checked="" type="checkbox"/> Use a calculator | <input type="checkbox"/> Use power tools |
| <input checked="" type="checkbox"/> Use a copy machine | <input type="checkbox"/> Other: _____ |
| <input checked="" type="checkbox"/> Use a fax machine | <input type="checkbox"/> Not essential to job function |

2. Finger Dexterity: Ability to move the fingers and manipulate small objects with the fingers rapidly or accurately. For example: electrical wiring.

- Essential to job function
- Not essential to job function

Explain: _____

VI. Physical Demands:

1. **Strength:** The quality, state or property of being strong. The power to withstand strain, force or stress.

Please check (✓) in appropriate boxes below.

Ability to manipulate materials and/or equipment (lbs)	Frequency of Manipulation								
	5-	5-10	10-15	15-25	25-50	50+	Occasionally	Frequently	Continuously
Lift				✓			✓		
Push/Pull				✓			✓		
Hold/Carry				✓			✓		

Manipulation done from: ground to waist waist level waist to shoulder above shoulder
(Check all that apply)

Not essential to job function: Lift Push/Pull Hold/Carry (Check all that apply)

2. **Climbing:** To move up or mount by using the hands or feet.

Ladders

Stairways

Steps

- Step stool
- 8' to 10' step ladder
- Extension ladder
- Other _____

- 1 flight
- 2 flights
- 3 or more flights
- Other may add overhead _____

- 1-2
- 2-3
- 3-4
- Not essential to job function.

- Not essential to job function
- Not essential to job function
- Not essential to job function

3. **Ability to Stand, Sit, Walk, and Run:**

Please check (✓) in appropriate boxes below.

	Duration (hours/day)						Occasionally	Frequently	Continuously
	0-1	1-3	3-5	5-7	7-9	9+			
Stand	✓						✓		
Sit	✓						✓		
Walk		✓						✓	
Run									

If walking or running, over what type of terrain? flat rough both

Not essential to job function: Stand Sit Walk Run (Check all that apply)

4. Stooping, Kneeling, Crouching, and /or Crawling:

To bend forward or down from the middle of the waist or the middle of the back, to bend downwards, to lower oneself and/or to move freely on hands and knees.

Daily Amounts

- 0-5x
 5-20x
 20-50x
 50+x
 Other _____
 Not essential to job function

5. Reaching, Handling, Fingering, and/or Feeling:

To stretch out, extend, or put forth a bodily part. To touch or grasp something, by extending or stretching. To touch, lift, hold or operate with the hands.

Daily Amounts

- 0-5x
 5-20x
 20-50x
 50+x
 Other _____
 Not essential to job function

6. Seeing: To perceive or comprehend by the sense of sight.

Essential to job function: These characteristics are necessary (Check all that apply)

- Peripheral vision
- Night vision
- Focus (distinctness or clarity)
- Color perception (discriminate between colors)
- Depth perception (determine distance relationship between objects)

VII. Driving: The ability to transfer or convey in a vehicle.

Transmission	Standard	Automatic	Multi-Gears
Car	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Van	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Small Truck	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Medium Truck	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Large Truck	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Truck w/Equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heavy Bus Equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not essential to job function	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (list) <u>Must drive own vehicle</u>			