Foothill-De Anza Community College District  
Office of Human Resources and Equal Opportunity  

Broadcast Coordinator  

BASIC FUNCTION:  
Under the direction of an assigned supervisor, coordinate and support the activities and services offered by the Broadcast Media Center; implement policies and guidelines; provide for program reporting and accountability; provide work direction and guidance to other program personnel; monitor program budgets.  

REPRESENTATIVE DUTIES:  
1. Coordinate and support the delivery of Distance Learning and live telecourses.  
2. Oversee cablecast and webcast operations, including scheduling broadcast shifts and webcast encoding for Distance Learning and pre-taping for consortium colleges, videoconferences, and meetings; preparing broadcast logs for the educational channels and telecourses; entering, activating, and scheduling the automated playback system for the educational channels; and scheduling staff for shoots; schedule all Cenic videoconferences.  
3. Reproduce media; organize the media library; track lent media; process, request, and operate duplicating equipment; create graphics for educational channels.  
4. Coordinate with contractors to develop and schedule satellite uplinks and downlinks; coordinate bids; book satellite coordinates with brokers; coordinate all the logistical aspects of satellite broadcasts, including facilities and equipment reservations, materials, and registration;  
5. Coordinate with Broadcast Media Center staff any changes to the master control equipment; master dvcam and dvd’s for automatic system playback.  
6. Operate a variety of specialized broadcast and webcast equipment, including satellite receivers, dub decks, vector scopes, waveforms, encoding stations and audio boards; monitor the automatic playback system via a remote computer; upload encoded content or archived webcasts to streaming server.  
7. Liaison between the Television Center and the on or off-campus sponsoring agencies of uplinks and downlinks.  
8. Provide information to callers regarding programming on educational channels 25 and 78.  
9. Coordinate all media requests from faculty, staff, students, and the public; identify and promote videoconferences to the college community.  
10. Prepare and monitor reports based on special projects; research and analyze topics related to programs originating in the Broadcast Media Center; develop and analyze data.  
11. Participate in and oversee financial records; monitor budgets.  
12. Design and write promotional materials, correspondence, reports and other documentation.  
13. Represent the Broadcast Media Center on campus and District committees.  
14. Perform related duties as assigned.
KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:
1. Operation of a variety of Broadcast Media Center equipment, including broadcast and satellite equipment and maintenance.
2. Technical terminology for broadcasting, satellite transmission, web casting, and studio production.
3. District policies and objectives.
4. Operation of computer and assigned software and graphics for the educational channels bulletin board.
5. Time management skills.
6. Technical aspects of field of specialty.
7. Interpersonal skills using tact, patience and courtesy.
8. Oral and written communication skills.
9. Planning and coordinating the day-to-day activities related to broadcasting and media.
10. Applicable laws, codes, regulations, policies and procedures related to media and broadcasting.
11. Budget monitoring and control.
12. Principles of training and providing work direction to others.

ABILITY TO:
1. Demonstrate understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, cultural, disability, religious background and sexual orientation of community college students, faculty and staff.
2. Plan and organize project, programs, and events.
3. Implement program policies and guidelines.
4. Provide for program reporting and accountability.
5. Prepare comprehensive program reports and reviews.
6. Train, provide work direction, and guidance to others.
7. Monitor program budgets.
8. Interpret, apply and explain rules, regulations, policies and procedures.
9. Establish and maintain cooperative and effective working relationships with others.
10. Operate a computer and various broadcasting equipment.
11. Analyze situations accurately and adopt an effective course of action.
12. Meet schedules and time lines.
13. Work independently with little direction.

14. Plan and organize work.

15. Remain current regarding trends in assigned field.

EDUCATION AND EXPERIENCE:
Any combination equivalent to: Bachelor’s degree in a related field and two years related work experience.

WORKING CONDITIONS:

ENVIRONMENT:

1. Office environment.

PHYSICAL ABILITIES:

1. Hearing and speaking to exchange information and make presentations.

2. Dexterity of hands and fingers to operate a computer keyboard.

3. Seeing to read a variety of materials.

Range: 52
EEO Category: H-30