



Job Description

Job Title:	General Manager, WTVI-PBS Charlotte	Grade:	Q
Department:	WTVI-PBS Charlotte	FLSA:	Exempt

The incumbent in this job is expected to assist the College in achieving its vision and mission. Customer focus, college service, and a willingness to assist as needed are expectations for all employees.

General Function:

To administer and provide leadership for the operation of the WTVI-PBS Charlotte public television station, and to serve as the chief administrator of the college's Digital Media/Broadcasting instructional program.

❖ This job is bonus eligible per the terms and conditions agreed upon in the original offer and in accordance with all applicable CPB rules regarding bonuses and commissions

Characteristic Duties and Responsibilities:

1. Responsible for overall direction and administration of WTVI's programs and services; ensures that all aspects are managed in a prudent, legal, profitable, and ethical manner within the best interests of the College and the community.
2. Make budget recommendations and prepare all annual budgets for approval by the Public Information Officer & Special Assistant to the President and Dean, Central Campus/Health Sciences, Culinary and Fine Arts.
3. Provides reports as requested, ensures compliance with regulatory agencies, approves industry reports.
4. Directs programming selection in accordance with editorial policies; ensures that program decisions are based on fairness, objectivity, balance and community need.
5. Work closely with Community Relations and Marketing to promote the station and its programming and services in the 13-county media market.
6. Maintains effective communications with governmental bodies and community organizations, assumes a position of involvement within the community and industry, serves as the official station representative.
7. Engages in short and long-term planning in reference to equipment purchases, replacement plans and budgets. Communicates and implements the organization's mission & vision.
8. Directs the work of the staff, implements administrative policies, reviews and approves appropriate financial transactions.
9. Assists the Learning Unit in developing an academic program and course offerings for digital media/broadcasting students; serves as a link and participant for a new division providing expert advice and guidance for a relevant program; helps provide meaningful co-op and internship opportunities for students.

The intent of this job description is to provide a representative summary of the essential functions that will be required of positions given this title and should not be construed as a declaration of specific duties and responsibilities of any particular position. Employees will be assigned specific job-related duties through their hiring departments. Specific job-related duties assigned by hiring departments shall be consistent with the representative essential functions listed above and shall not be construed as expanding a particular position's role, scope, FLSA status, or grade. May 2014



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10. Collaborates with other departments as needed which include Government Relations and Grants, CPCC Foundation, and Enrollment and Student Services.
11. Stays current with industry trends and legal issues.
12. Teaches courses as needed.
13. Other duties as assigned.

Reporting Relationships:

Direction Received: Reports to the Public Information Officer and Assistant to the President
Direction Given: Direct line supervision of assigned staff

Minimum Requirements:

Bachelor's Degree from a regionally accredited institution in Journalism, Communications, Radio/TV/Film, Broadcasting or related field; experience directing an academic program in one of these areas. Ten years' work experience in upper management with demonstrated experience in station development, fundraising, engineering, programming, and FCC rules and regulations required. Work experience with a public television station and a Master's degree are preferred.

Preferred Qualifications:

Master's Degree from a regionally accredited institution in a related field
Work experience with a public television station
Excellent Skills in MS Office

Knowledge, Skills, Abilities and Worker Characteristics:

Knowledge of relevant legal and technological issues

Working Conditions:

Typical office environment