



Job Description

Job Title:	Assistant General Manager	Grade:	N
Department:	WTVI	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:

Assist in providing oversight and development of WTVI Television and ancillary channels. The position assists in efforts to provide high quality and financially viable television programming.

Characteristic Duties and Responsibilities:

1. Assist in leading in the development of strategic plans for WTVI Television; executes plans, implements policies and procedures to achieve organizational and departmental goals and objectives consistent with the mission of the station.
2. Assists the Director and General Station Manager in overall direction and administration of WTVI and ancillary channels.
3. Stays current with industry trends and legal issues and ensures compliance with all legal and regulatory requirements.
4. Oversees the acquisition, implementation, maintenance and replacement of technology infrastructure; researches, evaluates and recommends new technologies.
5. Cultivates relationships with non-traditional sponsors and businesses in the community that will lead to underwriting and sponsorship opportunities.
6. Supervises technical and administrative staff assigned to the WTVI Television.
7. Manages operations for WTVI Television including but not limited to budgeting, physical and financial assets management, and resources planning.
8. Serves as a programming monitor responsible for programming selections through cable and online delivery channels.
9. Performs other duties as assigned



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Reporting Relationships:

Direction Received: Reports to Director and General Station Manager

Direction Given: Direct Supervision of first-line supervisors, technical and administrative support staff

Minimum Requirements:

Bachelor's Degree from a regionally accredited institution in Journalism or related broadcasting field and five years of experience combined in Marketing, Community Relations and Broadcast Journalism.

Knowledge, Skills, Abilities and Worker Characteristics:

Knowledge and understanding of commercial and public broadcasting and instructional technologies

Knowledge of television production

Exceptional administrative, visionary, and strategic skills

Excellent interpersonal skills

Ability to define, communicate and implement an organizational vision

Ability to lead, manage and retain motivated and harmonious staff

Knowledge of new technologies; commitment to diversity and community outreach

Excellent listening skills, integrity, personality and administrative versatility required for successful leadership

Working Conditions:

Typical office environment; sedentary work requiring the exertion of up to 10 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects; work requires fingering, grasping, and repetitive keyboarding motions; vocal communications 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 preparing and analyzing written or computer data, determining the accuracy and thoroughness of work, and observing general surroundings and activities; no adverse environmental conditions; infrequently traveling between building on campus, to other campuses, locally or out-of-town to attend meetings and conferences.

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. June 2013