

TOWN OF MILFORD - JOB DESCRIPTION

JOB TITLE:	Media Manager	GRADE LEVEL:	18
CLASSIFICATION:	Exempt	DEPT:	Media
			09.10.2018 07.11.2016
CREATED:	10/18/2010	REV DATES:	04.02.2014

<u>Job Description:</u>	Performs highly responsible duties associated with the, operation and maintenance of the Town's Cable (PEG) Access television station and oversight of the content management and development of the Town of Milford website and social media platforms.
<u>Accountability:</u>	Reports to the IT Director or his/her designee.
<u>Equipment Used:</u>	Equipment used includes, but is not limited to: computers, keyboards, telephones, and all TV production equipment including the NEXUS and video servers for scheduled meeting playback. Familiarity with Drupal a plus.
<u>Environment:</u>	Inside: <u>75</u> % Outside: <u>25</u> %

Duties and Responsibilities:

<p>Note: Except as specifically noted, the following functions are considered essential to this position. The listed duties, however, are not meant to be a complete listing of the duties which may be undertaken by this position.</p>	<ol style="list-style-type: none"> 1. Implements, advocates for, and oversees the educational, governmental and public portions of Granite Town Media (GTM). 2. Manages the overall operations of Granite Town Media to include, but not be limited to, set up, operation, maintenance of all station equipment including video servers, managing on-line content and managing video production workflow. 3. Serves as a non-voting member of Granite Town Media Advisory Committee (GTMAC) and, in this capacity, provides vision and leadership in the development of a strategic plan aimed at furthering the growth of GTM capabilities. 4. Recruits, trains, and supervises volunteers and interns, including high school students, in the TV Production program to work at Granite Town Media. 5. Manages and directs the public relations aspects of Granite Town Media to include providing information and education for the community about Granite Town Media and its mission. 6. Provides oversight, management, enhancement and future development of the Town website and social media. 7. Administration of the Town website which includes content management, development and design. 8. Working knowledge of electronics and electrical systems, lighting systems, Audio and Video systems to include: audio equipment, video switchers, replay systems, routers, audio mixers and video streaming equipment, video editing software, IT functionality as it pertains to Media and A/V. 9. Serves as the Town's liaison to Comcast Government Division. 10. Required to cover off hour special events when necessary. 11. Performs other duties as may be assigned or as may be required.
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Physical Activity Requirements:

Frequently, Occasionally, Seldom, Rarely or Not Required

PRIMARY PHYSICAL REQUIREMENTS	F	O	S	R	N	OTHER PHYSICAL CONSIDERATIONS	F	O	S	R	N
LIFT up to 10 lbs.:	X					Twisting		X			
LIFT 11 to 25 lbs.:	X					Bending:	X				
LIFT 26 to 50 lbs.:		X				Crawling:				X	
LIFT over 50 lbs.:		X				Squatting:		X			
CARRY up to 10 lbs.:	X					Kneeling:		X			
CARRY 11 to 25 lbs.:	X					Crouching:		X			
CARRY 26 to 50 lbs.:		X				Climbing:		X			
CARRY over 50 lbs.:		X				Balancing:				X	
REACH above shoulder height:	X					WORK SURFACE(S)					
REACH at shoulder height:	X					Standard office desk and chair. Concrete and tile floors. Standard TV production studio. Carpeted and tiled floors.					
REACH below shoulder height:	X					DURING AN 8-HOUR DAY, EMPLOYEE IS REQUIRED TO:					
PUSH/PULL:	X						Consecutive Hours		Total Hours		
HAND MANIPULATION	F	O	S	R	N		1 2 3 4 5 6 7 8		1 2 3 4 5 6 7 8		
Grasping:	X					Sit	<u>1-2</u>		<u>2-3</u>		
Handling:	X					Stand	<u>1-2</u>		<u>2-3</u>		
Torqueing:		X				Walk	<u>1-2</u>		<u>2-3</u>		
Fingering:	X										
Controls and Equipment:											
Controls & Equipment											
<ul style="list-style-type: none"> The physical demands of the duties described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. 											

Cognitive and Sensory Requirements:

Talking:	Required to be able to effectively communicate with other Town employees and the public.
Hearing:	Necessary for receiving information and instruction.
Sight:	Necessary for doing job effectively and accurately.
Tasting & Smelling:	Not necessary in the performance of essential job functions.

Specific Vocational Preparation Requirement(s):

Short demonstration only	Any "beyond short" demonstration up to and including 30 days.	30-90 days
91-180 days	181 days to 1 year	1 to 2 years
2 to 4 years	X 3 to 10 years	Over 10 years
Required:	Bachelor's Degree in TV Production/Communications or its equivalent.	
Experience	Plus three (3) years' experience of a related nature or any combination of education and experience which demonstrates possession of the required knowledge, skills and abilities.	

<u>Supervisory experience:</u>	Yes
<u>Licensure/Certification Requirements:</u>	Valid Driver's License.
<u>Other Training, and/or related Skills</u>	Set and strike portable sound systems, television production equipment, projectors and lighting equipment for various events and internal needs

Summary of Occupational Exposures:

<u>Summary of Occupational Exposures:</u> Some exposure to cleaning fluids, copier toner, etc. Exposure to extreme heat or cold if videotaping during inclement weather.

Other Considerations and Requirements:

<p><u>Other Considerations and Requirements:</u></p> <ul style="list-style-type: none"> ✓ Must have clear understanding of Cable (PEG) Access TV system. ✓ Must possess good oral and written communication skills. ✓ Must possess good organizational, leadership, and management skills. ✓ Must be able to work independently while still being a team worker. ✓ Maintains an accurate inventory of tools, machinery and related audio visual equipment. ✓ Perform off-season maintenance and preventive maintenance projects and secure competitive bids for projects as needed. ✓ Must be able to competently analyze, prioritize and relay information to make appropriate recommendations when necessary. ✓ Must be willing to learn new audio/visual operations and workflows and be able to teach methods to part-time production staff. ✓ Requires that this employee treat the citizens of the Town and members of the staff with respect and courtesy to promote and maintain effective working relationships between taxpayers, the public and all Town departments. ✓ Requires the projection of a positive attitude and image about the Town of Milford, a pleasant demeanor, and a commitment to service to the public and staff.

I acknowledge receipt of this job description and understand the functions of the position as specified above. I understand the job description is representative of the position, not all inclusive.

Signature

Date

This job description was reviewed and approved by the Department Head, GTMAC and HR on:	11/29/18
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