

**CITY OF POMPANO BEACH
CLASS DESCRIPTION**

JOB CODE 212

PUBLIC COMMUNICATIONS SPECIALIST I

GENERAL

This is advanced professional and technical work operating broadcast equipment and developing and coordinating broadcast productions for the City's Government Access television channel. The position is responsible for all aspects of operating a television channel including video taping, producing and editing designed to provide live and original programming and Internet web casting for citizens. The position exercises a high degree of independent judgment and initiative. Work is performed under administrative direction of the Public Communications Director.

EXAMPLES OF ESSENTIAL DUTIES

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Operates television communication equipment for use on the City's government access cable television station.
- Programs and operates computerized editing television broadcast equipment.
- Controls remote cameras, switching and audio equipment in order to televise live coverage of Commission Meetings, CRA Meetings, ZBA Meetings and P&Z Meetings
- Ensures technical operation of all recording and broadcasting equipment
- Manages audio/video tapes and associated equipment for the assembly of programs.
- Monitors industry trends and researches and recommends technical equipment purchases.
- Reviews and edits off-air recordings for air suitability performing insert/assemble editing and dubbing of tapes.
- Maintains program logs and records.
- Performs routine equipment maintenance and assists in repairs.
- Positions cameras, lighting and sound equipment, and visual materials for video and/or audio productions.
- Performs related work as required.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of the use and maintenance of television production, broadcasting equipment and technical procedures.
- Knowledge and ability to utilize computer technology for video projects
- Skill to evaluate and analyze effectiveness of media and communication programs
- Knowledge of cable access policies and procedures

- Ability to communicate effectively both orally and in writing with clarity and accuracy.
- Ability to establish and maintain effective working relationships with the general public, co-workers, city officials, regulatory agencies and personnel and members of diverse cultural and linguistic backgrounds regardless of race, religion, age, sex, disability, sexual orientation or political affiliation.
- Ability to serve the public and fellow employees with honesty and integrity in full accord with the letter and spirit of all city ethics and conflicts of interest policies.

MINIMUM QUALIFICATIONS

Associates degree in Broadcasting, Journalism, Marketing, Business or related field; supplemented by two to three years experience in media production, government information services, public communications in broadcast journalism or an equivalent combination of education, training and experience..

PHYSICAL REQUIREMENTS

Must have the use of sensory skills in order to effectively communicate and interact with other employees and the public through the use of the telephone and personal contact as normally defined by the ability to see, read, talk, hear, handle or feel objects and controls. Physical capability to effectively use and operate various items of office related equipment, such as, but not limited to a, personal computer, calculator, copier, and fax machine. Ability to operate media related mechanical and electronic equipment. Some standing, walking, moving, climbing, bending, kneeling, crawling, reaching, and handling, and carrying, pushing, or pulling objects weighing up to 25 pounds.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions

SPECIAL REQUIREMENTS

Possession of a valid, appropriate driver's license and an acceptable driving record.

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Work Location: Public Communications Office

Bargaining Unit: Non-Bargaining

FLSA: Non-Exempt

Classification Plan: 50/22

GERS: Regular Class