

## **RADIO STATION MANAGER**

Code No: 5-20-011  
COMPETITIVE

**DISTINGUISHING FEATURES OF THE CLASS:** This is a management position in a school district responsible for overseeing the day-to-day operations of a school-based radio broadcasting service. Responsibilities involve developing, selecting and evaluating programs for broadcast in accordance with Federal Communications Commission (FCC) rules and regulations. The Radio Station Manager promotes the use of radio programming and coordinates on-air productions. The employee reports directly to and works under the general supervision of a higher level staff member. General supervision is exercised over a subordinate staff. Does related work as required.

**TYPICAL WORK ACTIVITIES:** (All need not be performed in a given position. Other activities may be performed although not listed.)

Coordinates school broadcast clubs within New York State Department of Education learning standards and consults with them regarding participation in station programs;

Consults with vendors and recommends new equipment purchases;

Develops daily program logs;

Writes and produces on-air recordings;

Assist in developing the radio's digital content management system;

Assists in the selection of tools and data design for digital initiatives;

Designs and maintains radio station web page;

Oversees volunteer scheduling;

Coordinates on-air promotions;

Promotes and markets the use of radio programming;

Prepares and submits annual budget;

Confers with FCC to ensure radio station is in compliance with applicable federal, state, and local regulations;

Provides on-air announcing as necessary.

**FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:** Thorough knowledge of Federal Communications Commission rules and regulations; thorough knowledge of the practical operations of broadcasting including digital resources; good knowledge of the various functions of a radio station; good knowledge of the

proper techniques of on-air announcing and production; good knowledge of public relations methods and techniques, organizational skills; ability to interpret FCC rules and regulations; ability to develop, select and evaluate radio programs; ability to perform on air announcing; ability to operate a control board; ability to communicate effectively orally and in writing; administrative ability; ability to supervise, ability to establish and maintain effective professional relationships; initiative; good judgement; physical condition commensurate with the demands of the position.

**MINIMUM QUALIFICATIONS:** Graduation from high school or possession of an equivalency diploma, plus EITHER:

- (A) Graduation from a regionally accredited or New York State registered college or university with an Associate's degree with a major in Audio Visual Technology, Communications, Broadcast Communications, or Radio Broadcasting plus two (2) years paid full-time or its part-time equivalent, or documented volunteer experience in radio broadcasting, including management of a radio station; OR,
- (B) Graduation from a regionally accredited or New York State registered college or university with an Associate's degree with a minor in Audio Visual Technology, Communications, Broadcast Communications, or Radio Broadcasting plus three (3) years paid full-time or its part-time equivalent, or documented volunteer experience in radio broadcasting, two (2) years which shall have involved management of a radio station; OR,
- (C) Successful completion of BOCES' Radio Television/Broadcasting course, plus three (3) years of paid or documented volunteer full-time or its part-time equivalent experience in radio broadcasting, two (2) of which must have involved management of a radio station; OR
- (D) Four (4) years paid full-time or its part-time equivalent, or documented volunteer experience in radio broadcasting, two (2) years which shall have involved management of a radio station; OR,
- (E) Any equivalent combination of education and experience as defined by the limits of (A) and (B) above.

**SPECIAL REQUIREMENTS:**

If you are appointed, you will be required to possess a valid license to operate a motor vehicle in New York State or otherwise demonstrate your capacity to meet the transportation needs of the position.

**ADOPTED:** March 8, 2001  
**REVISED:** October 4, 2001  
**REVISED:** January 8, 2009

**SPECIAL REQUIREMENT FOR APPOINTMENT IN SCHOOL DISTRICTS AND BOCES:**

Per Chapter 180 of the Laws of 2000, and by Regulations of the Commissioner of Education, to be employed in a position designated by a school district or BOCES as involving direct contact with students, a clearance for employment from the State Education Department is required.