

BROADCASTING ASSISTANT

Code No. 4-18-503
COMPETITIVE

DISTINGUISHING FEATURES OF THE CLASS: This position is responsible for assisting with the development, production, and broadcasting of written materials and news stories as they relate to a school district or a communications department. Work also involves website development and maintenance. Work may be conducted on weekends and evenings. The employee reports directly to and receives general supervision from a higher-level employee. Does related work as required.

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

Provides supports a communications department with production and promotion of programs and projects to generate community awareness;

Develops news stories highlighting successes, new initiatives, and opportunities in conjunction with video production staff;

Conducts in-studio and on-site interviews, and takes and gathers video footage at various locations;

Assists with the development of scripts and on-screen text for video productions, and other materials for publication;

Operates camera, audio, and lighting equipment;

Writes promotional materials in support of public relations and marketing campaigns;

Develops, updates, and maintains the district's website using web development software, programming, and graphic design tools.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Good knowledge of the practices and principles used in the broadcasting industry as they relate to the development and transmission of written materials; good knowledge of Web design and layout; working knowledge of the functions and purposes of the agency, and its departments and services; working knowledge of the operation and maintenance of video, audio, and lighting equipment; working knowledge of technical and web development software and design tools; ability to work independently and as part of a team; ability to communicate effectively both orally and in writing; ability to organize and develop information for publication; ability to establish effective working relationships; ability to utilize a computer to perform job duties; creativity; initiative; self motivation; attention to quality and detail; good judgment; 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 a Bachelor's degree in Broadcasting, Communications, or Journalism, plus four (4) years of paid full-time or its part-time equivalent experience in a professional* capacity in television production or broadcasting, one (1) year of which shall have included web development or design; OR,
- (B) Graduation from a regionally accredited or New York State registered college or university with a Master's degree in Broadcasting, Communications, or Journalism, plus two (2) years of paid full-time or its part-time equivalent experience in a professional* capacity in television production or broadcasting, one (1) year of which shall have included web development or design; OR,
- (C) Any equivalent combination of education and experience as defined by the limits of (A) and (B) above.

*Professional experience does not include clerical/secretarial experience.

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

ADOPTED: January 8m, 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.

ADDITIONAL INFORMATION: Depending upon position duties, candidates for positions with Monroe County government must pass a pre-employment drug test.