

Vegas PBS TV Programming & Traffic Manager

Position Details

Class Code: 4887

Job Family: Broadcast/Communications

Classification: Support Professional

Terms of Employment: [Pay Grade 61 on the Support Professional Salary Schedule](#)

FLSA STATUS: NON-EXEMPT

Position Summary

Under direction, oversees traffic personnel and content scheduling on television, web/streaming, and other non-broadcast platforms.

Essential Duties and Responsibilities

This list of Essential Duties and Responsibilities is not exhaustive and may be supplemented.

1. Supervises traffic personnel and part-time staff; responsible for performance evaluations and development assessments; recommends training opportunities, as appropriate; provides back-up coverage for traffic/programming staff, as needed.
2. Develops traffic and programming schedules/timelines to meet broadcast deadlines.
3. Collaborates with engineering and programming staff; serves as Master Control's designated, 24/7, primary contact regarding programming matters.
4. Verifies program logs conform to Federal Communications Commission (FCC) standards and station policies, ensuring appropriate program announcements, flags, and FCC/station announcements are scheduled.

5. Supervises discrepancy report reconciliation for broadcast logs and recording schedules.
 6. Serves as traffic staff resource person; ensures timely, accurate communications and productive workflows.
 7. Responds to viewer correspondence regarding scheduling/programming issues.
 8. Oversees input/management of sales, marketing, and other promotional spot inventory.
 9. Prepares and oversees the creation/maintenance of electronic and physical program logs, television broadcast logs, and web program schedules; provides information and proof of performance (as run) reports for distribution to accounting, managers, and corporate sales staff, as requested.
 10. Collaborates with Vegas PBS Marketing and Membership departments to ensure access to website viewing/streaming information; responds accurately to viewer questions.
 11. Directs, instructs, troubleshoots, monitors, and coordinates movement of all on-air and web-based content.
 12. Monitors pertinent network communication channels and traffic advisories to create/administer accurate logs and databases.
 13. Remains current on audience research trends. Understands program flow affinities to build effective breaks.
 14. Manages current inventory database.
 15. Collaborates in facilitating equipment needs and software upgrades.
 16. Collaborates in identifying new software/technologies to implement.
 17. Conforms to safety standards, as prescribed.
 18. Performs other tasks related to the position, as assigned.
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Distinguishing Characteristics

Responsible for supervising electronic delivery of television programs, communicating changes/issues, and addressing day-to-day needs. Plays a critical role in maintaining effective, positive, and proactive interdepartmental working relationships.

Knowledge, Skills, and Abilities (Position Expectations)

1. Embraces, supports, and develops the corporate culture of teamwork, diversity, integrity, inclusion, excellence, and service.
2. Knowledge of television traffic activities and software programs.

3. Knowledge of FCC's public television rules/regulations.
 4. Knowledge of media archive systems.
 5. Ability to plan, organize, and coordinate workloads to meet deadlines.
 6. Ability to establish staff performance expectations.
 7. Ability to supervise and evaluate employee performance.
 8. Ability to develop and apply operational procedures.
 9. Ability to coordinate different groups' activities.
 10. Ability to safely move and relocate heavy objects.
 11. Ability to work cooperatively with employees and the public.
 12. Ability to recognize/report hazards and apply safe work methods.
 13. Ability to proactively address technical/communication issues; ensures effective quality control.
 14. Ability to collaborate with various departments.
 15. Ability to lead and attend meetings, as assigned.
 16. Ability to write copies of on-air crawls or announcements.
 17. Ability to establish and evaluate quality control measures.
 18. Ability to manage program inventory.
 19. Possess physical and mental stamina commensurate with the responsibilities of the position.
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Position Requirements

Education, Training, and Experience

1. High school graduation or other equivalent (i.e., General Educational Development (GED), foreign equivalency, etc.)
2. Bachelor's degree from an accredited college/university in any field, plus three (3) years' experience in marketing research, traffic scheduling, television programming, or customer relations; or,
Seven (7) years' experience in marketing research, traffic scheduling, television programming, or customer relations.

Licenses and Certifications

1. A valid driver's license that allows the applicant/employee to legally operate a motor vehicle in Nevada. License must be maintained for the duration of the assignment.
2. Copy of current driving history (dated within six (6) months from the date printed) issued by the Department of Motor Vehicles (DMV) is required at the time of

application or Qualified Selection Pool (QSP) placement and at the time of interview prior to final selection.

3. Safe driving record, which must be maintained for the duration of the assignment.

Preferred Qualifications

None specified.

Document(s) Required at Time of Application

1. High school transcripts or other equivalent (i.e., GED, foreign equivalency, etc.)
 2. Transcript(s) from an accredited college/university, if applicable.
 3. Copy of a valid driver's license that allows the applicant/employee to legally operate a motor vehicle in Nevada.
 4. Copy of current driving history (dated within six (6) months from the date printed) issued by the DMV. Must have safe driving record.
 5. Specific documented evidence of training and experience to satisfy qualifications.
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Examples of Assigned Work Areas

Clark County School District facilities, and travel to/from agencies, businesses, and remote production locations.

Work Environment

Strength

Light/medium – exert force of 10-25 lbs., occasionally.

Physical Demand

Frequent sitting, standing, walking, pushing, pulling, stooping, kneeling, crouching, reaching, handling, and repetitive fine motor activities. Hearing and speech to communicate in person, via video conference and computers, or over the telephone. Mobility to work in a typical office setting and use standard office equipment. Stamina to remain seated and maintain concentration for an extended period of time. Vision: Frequent near acuity, occasional far acuity, and color vision. Vision to read printed and online materials, a Video Display Terminal (VDT) screen, or other monitoring devices.

Environmental Conditions

Varies from climate-controlled office settings to work outdoors with temperatures ranging from mild/moderate to extreme cold/heat. Exposure to noise levels ranging from moderate to loud for occasional to frequent time periods.

Hazards

Furniture, playground/office equipment, communicable diseases, chemicals and fumes (as related to specific assignment), and power/hand-operated equipment and machinery (as related to specific assignment.)

Examples of Equipment/Supplies Used to Perform Tasks

District-issued/personal vehicles, computers, telephones, FCC rules/regulations, contracts, Nevada Revised Statutes (NRS), cost analyses, utilization studies, advertising materials, etc.

AA/EOE Statement

The Clark County School District is proud to be an equal opportunity employer. The Clark County School District is committed to providing all applicants and employees equal employment opportunities without regard to race, color, religion, sex, gender identity or expression, sexual orientation, national origin, genetics, disability, age, military status, or other characteristics protected by applicable law. Here at Clark County School District, we are a diverse group of people who honor the differences that drive innovative solutions to meet the needs of our students and employees. We believe that through a culture of inclusivity, we have the power to reflect the community we serve.

Job Revision Information

- Revised: 07/24/23
- Created: 09/01/22