

## CITY OF CORAL SPRINGS Classification Description

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**CLASSIFICATION TITLE:** Broadcast Communication Coordinator  
**FUNCTIONAL AREA:** Marketing & Communications

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### **WORK OBJECTIVE:**

This is advanced professional, technical and administrative work coordinating and operating the Communications Departments cable television and radio operations.

This is highly professional, technical and creative work coordinating and operating the various communications department initiatives focusing on television, media, and electronic communication outreach. The position is responsible for all aspects of operating a television channel including coordinating, producing and editing television, radio, and other media programming designed to provide interactive teleconferencing network and telecasts, and Internet Webcasting for citizens. Manages budget for video divisions, monitors industry trends and researches and recommends technical equipment purchases.

The position exercises a high degree of independence in the professional and technical aspects of the work. The position may serve as a technical contact point representing and coordinating productions, programming promotions, media plans and communication strategies.

Work is performed with considerable independent judgment and initiative under the general supervision of the Department Director and is reviewed through conferences, reports and observation of results achieved.

### **ESSENTIAL FUNCTIONS:**

The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

- Manages, develops and produces TV and other communication information programs for use on a governmental access cable television channel for citizens.
- Manages AM radio Station (1670 AM).
- Creates and edits communications, television, marketing, and/or media productions for conformity to professional standards and time constraints.
- Meets and represents the department with government, business and civic groups to discuss, share and obtain ideas, media projects, reports and other programs.
- Operates media and television equipment when necessary.
- Coordinates media and communications training of City staff; directs efforts of subordinates and volunteers in script writing and production of programming.
- Research and acquire new programming, materials and photography to be used in programs and presentations.
- Assist in the planning and management of creative promotional materials, production and implementation of City web site, e.g. coordinates information; coordinates and integrates photographs; uploads revisions to server.
- Reviews all promotional materials for financial and legal compliance.
- Analyzes project results and evaluates product effectiveness to provide product and promotional recommendations to management.
- Televises live coverage of Commission Meetings; controls remote cameras, switching and audio equipment; ensures quality technical operation of all recording and broadcasting equipment.

## **Broadcast Communication Coordinator**

- Performs related tasks as assigned.

### **MINIMUM QUALIFICATIONS:**

#### **Education / Certifications / Experience –**

Associates Degree in Broadcasting, Journalism, Marketing, Business or related field; supplemented by three (3) to four (4) years experience in media communications, government information services, public communications in broadcast journalism or a related field which has involved professional media production and media presentation experience; or an equivalent combination of education, training, and experience.

#### **Knowledge, Skills, & Abilities –**

Knowledge of television production, broadcasting equipment, audio-visual/teleconferencing equipment and technical procedures.

Knowledge of cable access policies and procedures.

Knowledge and ability to utilize computer technology in video projects.

Skill to evaluate and analyze effectiveness of media and communication programs.

Ability to supervise the work of technical personnel.

Ability to utilize television, computer technology, and other media technology to produce a wide range of communications.

Ability to train other and to operate equipment such as editors, recorders, mixers, cameras, computers, and monitors.

Ability to create, develop, and present ideas for television, video and radio based programs.

Ability to plan and implement short-term and long-term media and communication resources plans.

Ability to plan and implement present and future budget equipment needs.

Ability to lead individuals and groups.

Ability to communicate effectively, both orally and in writing.

Ability to analyze facts and exercise sound judgment in decision making.

Skill in establishing and maintaining effective working relationships with all levels of employment and management.

May be required to work during times of City emergencies or pending emergencies.

### **PHYSICAL REQUIREMENTS:**

Tasks involve the intermittent performance of physically demanding work, typically involving some combination of reaching, bending, stooping, kneeling, or crouching, and that may involve the lifting, carrying, pushing, and/or pulling of moderately heavy objects and materials (20-50 pounds).

### **ENVIRONMENTAL REQUIREMENTS:**

Work is performed in usual office conditions with rare exposure to disagreeable environmental factors, e.g., dust, cleaning chemicals/fumes, mild temperature variations. Some tasks are performed in outdoor environmental due to the nature and location of the work environment, task include potential for intermittent exposure to disagreeable elements, e.g., heat, humidity, inclement weather.

The City of Coral Springs is an Equal Opportunity Employer. In compliance with Equal Employment Opportunity guidelines and the Americans with Disabilities Act, the City of Coral Springs provides reasonable accommodation to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.