

Town of Tyngsborough, MA
Position Description

Job Title: Media Program Coordinator
Department: Media
Reports to: Town Administrator and/or designee
Prepared Date: July 2005
Updated Date: September 2008; December 2012; August 2014

SUMMARY

Responsible for the operations, oversight, and programming of the local cable access channels, website, social media, and Information Technology for the Town of Tyngsborough. This is a 40-hour per week, exempt position with benefits. This position does not have defined work hours, however the employee shall coordinate with the Town Administrator from time-to-time, a general work schedule. The employee will be required to work a combination of hours during days, evening, and weekends (when applicable), to meet the requirements of programming, taping, and broadcasting.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Media Program Coordinator/Webmaster:

Maintain and program the cable electronic bulletin board for community and municipal messages. Regularly record, cablecast, and/or playback municipal meetings, community functions, and topics of interest as provided or approved. Some meetings will be cablecast live. Document and playback community requests for programming. Provide electronic back-up for media. Develop, produce, and cablecast all regular community information program about/for/and with community members, town officials, and school officials.

Update the Town's website and social media. Be responsible for any changes in the format of the website.

Maintain, track, and document the use of all equipment at the facility and on location. Maintain a video library in compliance with all public records statutes and retention schedules.

Develop a reasonable yearly budget for recording media as well as equipment and software upgrades for the production facility, and repairs and maintenance for existing equipment. Monitor the budget throughout the year.

Information Technology:

Manages and provides low level hardware and software maintenance troubleshooting, training and consultation, installation and recommendations about future planning and development of resources. Overseeing all aspects of the municipal LAN and WAN configurations within the town offices administering shared network resources, database management, internet access, and electronic mail.

Recommends policies and procedures for current and future information systems and activates supporting municipal operations.

Advises the Town Administrator, Board of Selectmen and the public regarding questions of procedures and information related to the Town's information and telecommunication systems.

Coordinates activities with other employees, departments or agencies. Evaluates trends in information and telecommunication technology, hardware, software and networking and makes recommendations to the departmental administrators regarding appropriate hardware, software and system needs. Coordinates inter-departmental resources in implementing and maintaining information systems.

Perform any other similar or related duties, under either heading as directed by the Town Administrator and/or designee.

SUPERVISION RECEIVED

Works under the supervision and direction of the Town Administrator and/or designee.

SUPERVISION GIVEN

Supervise part-time employee(s).

DESIRED MINIMUM QUALIFICATIONS

Bachelors Degree in Television Production or Communications, or a Bachelors Degree plus one year of experience in public access production, preferred.

Working knowledge of robotic and electronic news gathering video cameras, network-managed video system controller, broadcast modulators, Non-Linear Editing software i.e. Final Cut Pro and Adobe Premiere Pro for editing, HTML, Java script, CSS (cascading style sheets), content management systems.

Willingness and ability to work effectively with individuals and small groups to facilitate programming, training, and production.

Self-motivated, organized, and creative. Strong interpersonal and communication skills.

TOOLS AND EQUIPMENT

Operate computers, printers, taping and broadcasting equipment, calculator, copier, fax, telephone.

PHYSICAL DEMANDS

Moderate physical effort is required to perform duties under typical broadcasting conditions. The employee is frequently required to sit, stand, hear, and view. Vision requirements include the ability to operate devices and tape productions and the use of computers. Must be able to lift and use electronic equipment and associated hardware.

WORK ENVIRONMENT

Work is performed under office and outdoor conditions. Employee will need to attend meetings and events during the day, evening, and weekends. The noise levels vary.