DEFINITION

To assume primary responsibility for California Community College system-wide outreach among various constituencies to expand relevant and enhanced supplemental programming content for CCCSAT by collaborating with faculty, administrators, and staff representatives from the 109 California community colleges in assessing and identifying educational programming needs; to develop and implement television review procedures, analyze data on viewership trends and use of programming content, and modify programming to meet demands.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from the CCCSAT Project Director or designee.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS

Essential and other important responsibilities and duties may include, but are not limited to, the following:

Essential Functions:

1. Conduct system-wide outreach to research, identify, and secure relevant programming content to serve the interests of various constituencies in the CCC system.

2. Research and obtain external national resources of programming relevant to the students, faculty, and staff of the CCC system to broadcast on the Digital Satellite Network and/or other delivery platforms such as the web, video streaming, and video-on-demand.

3. Coordinate with CCCSAT Operations the selection and distribution of monthly programming for all CCCSAT channels.

4. Serve as liaison with CCCSAT Web Services, Marketing, and Operations in creating monthly and individual program announcements for system-wide promotion and distribution.

5. Lead the statewide Regional Programming Centers Committee.
6. Serve as the liaison between campus administrators and CCCSAT to obtain programming and to communicate collaborative opportunities.

7. As requested by the Project Director, serve on relevant programming committees to facilitate the programming needs of various constituencies of the CCC system.

8. Review and analyze marketing data on system-wide use and demand of programming and modify programming accordingly to meet needs.


10. Conduct meetings with system-wide representatives utilizing virtual meeting technology.

11. Establish and maintain an effective working relationship with all CCCSAT and CCC constituents, including the Advisory committee, System Office staff, Palomar College departments, and all other relevant entities.

12. Prepare regular progress reports on programming developments, viewership utilization trends, and recommendations and plans for improvements.

13. Communicate issues in areas of responsibility regularly to direct supervisor.

14. Participate in CCCSAT project meetings and events as scheduled.

**Marginal Functions:**

1. Perform related duties and responsibilities as required.

**QUALIFICATIONS**

**Knowledge of:**

- Principles, practices, and applications of broadcast, television, and multimedia
- Educational programming content sources
- Relevant Federal Commission on Communication (FCC) regulations and state and local policies
- Current computer software applications
- Planning and organizational skills

**Ability to:**

- Create, organize, and coordinate system-wide programming outreach activities
- Conduct broadcast programming research and analysis
- Collaborate with CCC faculty, staff, and administrators
- Work independently
- Conduct meetings utilizing virtual technology
- Monitor, evaluate, and revise programming strategies
- Participation in the development of project goals and objectives
- Work effectively as a project team member
- Travel to relevant meetings and events as requested
- Communicate clearly and concisely, both orally and in writing
- Establish and maintain effective working relationships with those contacted in the course of work
Maintain physical condition appropriate to the performance of assigned duties and responsibilities

**Experience and Training Guidelines**

*Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

**Experience:**

Five years of increasingly responsible broadcasting experience.

**Training:**

Equivalent to an Associates degree in communications or a related field.

**WORKING CONDITIONS**

**Environmental Conditions:**

Office environment; exposure to computer screens.

**Physical Conditions:**

Essential and marginal functions may require maintaining physical condition necessary for sitting for prolonged periods of time; extensive use of computer keyboard.