

7. Develops, implements and monitors the division's operating, supplemental and capital improvement budgets, and makes presentations to the management team and City Council.
8. Directs implementation of market research and uses data to promote and measure strategic programming initiatives.
9. Assists Department Head with developing internal and external policies, determine programming guidelines, and sets short and long-term budgetary goals and objectives.
10. Negotiates, implements and manages contracts and all related issues surrounding the renting of the City's production equipment and facilities to outside agencies. Works with City Attorney's office in resolving copyright issues and franchise agreements; Develops and manages bid and contract specifications for equipment purchases and oversees assets in the Technology Replacement Fund.
11. Provides quality customer service; motivates and promotes an excellent customer service attitude in all division employees and freelance staff.
12. Oversees hiring and contractual agreements of freelance personnel for citywide programming.
13. Responsible for cost analysis of rental rates, including internal production costs for studio equipment and dubbing services.
14. Performs other related duties as required.

KNOWLEDGE, SKILLS, ABILITIES:

Knowledge of:

Video, audio, studio and mobile production van equipment as it relates to electronic field, remote and studio production.
Television industry issues, trends and techniques.
Principles and practices of journalism.
Broadcast, cable and FCC standards and regulations.
Marketing and research practices, media relations, organizational communications, and community relations.
Budget preparation and administration.
Project and people management.
City organizations and operations.
Research methods and practices.

Skill in:

Planning, organizing, developing and producing effective municipal programming.
English language usage, media terminology and practices.
Verbal and written communications.

Ability to:

Create, promote, coordinate and produce innovative municipal programming.
Effectively research, market and target Cable programming to enhance the city's image and public awareness of city news, operations and activities.
Work with outside media, businesses and governmental agencies to market City programming and facilities.
Direct consultants and project teams.
Negotiate contracts and agreements.
Prepare and administer operating and capital budgets.
Supervise, train and develop staff.
Establish and maintain effective working relationships with elected officials, governmental agencies, city employees, news media, business and community leaders, and the general public.
Use independent decision-making authority and confidentiality in managing sensitive marketing and communications projects.
Communicate effectively verbally and in writing.

WORKING CONDITIONS:

Office setting, occasional on site production supervision.

MINIMUM QUALIFICATIONS:

Bachelor's Degree in Broadcasting, Communications, Video Technology, or related field and five years experience in cable programming or video production including two years of supervisory experience.

Any equivalent combination of training and experience that provides the required knowledge, skills, and abilities, is qualifying.

SPECIAL REQUIREMENTS:

Valid Arizona driver's license.
Normal color vision is a necessity.
Evening, weekend and holiday work may be required.