



MEDIA SPECIALIST

Location: Winooski, Vermont

Department: Operations

Reports to: Director of Operations and IT

JOB SUMMARY:

As a bargaining unit (union) member, the Media Specialist is part of a team accountable for Vermont PBS on-air programming and traffic duties as well as managing media for broadcast and online. Media Specialist duties include independent responsibility for enhancement and quality control of daily broadcast and digital video assets. This Media Specialist is the final eyes and ears for VTPBS on air program execution.

The ideal candidate should be familiar with digital video formats as well as possess an understanding of broadcast asset workflow, satellite downlinks, closed captioning and digital (web and other media) distribution.

The ideal candidate should demonstrate the ability to cultivate and develop inclusive and equitable working relationships with co-workers and audience, supporting and enhancing a culture of belonging.

General proficiency with computers and Office applications is essential. Some experience with and knowledge of digital video and broadcasting is highly desirable, as is some familiarity with non-linear editing.

ESSENTIAL FUNCTIONS:

The Media Specialist main responsibility is to operate Master Control and manipulate incoming elements to insure flawless execution of broadcast.

Excellent technical skills are required, Software and systems include but are not limited to Protrack and Sony/PMM. The Media Specialist works alongside Vermont PBS operations, programming, production, development, marketing and engineering teams at Vermont PBS, the PMM/Sony broadcast center in Boston, other PBS stations and national distributors.

Other duties include:

- Work directly with the Sony/PMM system in Master Control
- Keep current on new equipment and broadcast standards in the industry
- Point person to address traffic issues and programming
- Implementing on-air strategies for interstitial breaks, overall programming, fundraising, and timely online video presentation
- Manage media, video files and server storage
- Capture digital files and convert files for online use
- Encode, modify, and manage tapes/files of archival analog video content
- Preparation of fundraising programming and logs for broadcast
- Manage closed captioning sessions and finished files
- Quality control of incoming, stored, and outgoing video content
- Perform other duties as assigned.

QUALIFICATIONS AND EXPERIENCE:

- One or more years related experience in television, radio, database management and/or production company.
- Excellent attention to detail.
- Exceptional communication skills – in person, telephonically, written and online.
- Technical competency operating computers and communicating with others on site and at remote locations.
- Ability to manage digital files and adhere to file naming and storage protocols
- Ability to learn to use specialized applications for specific tasks
- The ideal candidate will be self-motivated and possess strong interpersonal skills, the ability to learn new skills quickly and employ them.
- Ability to adapt to change and stay calm under pressure.
- Trustworthy, credible, and reliable.
- Collaborative: Ready to pitch in to help others. Demonstrate skill in understanding cultural differences.
- Independent, responsible, exercises abundant good judgment, and strong interpersonal skills.

WORKING CONDITIONS:

Internal - Work is normally performed in climate-controlled office environment, where exposure to conditions of extreme heat/cold, poor ventilation, fumes and gases is very limited. Noise level is moderate and includes sounds of normal office equipment (computers, telephones, etc.). No known environmental hazards are encountered in normal performance of job duties.

PHYSICAL DEMANDS:

Work involves standing and walking for brief periods, bending, and filing, but most duties are performed from a seated position. There is potential for eyestrain from reading detailed materials and computer screens. Deadlines, workloads during peak periods, and changing priorities may cause increased stress levels. Work normally requires finger dexterity and eye-hand coordination to operate computer keyboards at a moderate skill level. Must hold a valid driver's license to drive company vehicle, as necessary. Must be able to lift to 50 pounds.

Supervisory Responsibility: None.

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