JOB DESCRIPTION:

Job Title: Media Specialist-Master Control
Department: Broadcast Operations (7040)
Reports To: Director of Operations and IT
Classification: Regular Full-Time
FLSA Status: Bargain Unit Non-Exempt
Work Location: Winooski, Vermont
Out of State Remote Option: No
Cellular Phone Eligible: No
Prepared Date: May 2022

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.

ESSENTIAL FUNCTIONS
• Operate Master Control and manipulate incoming elements to ensure flawless execution of broadcast.
• Work 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.

ESSENTIAL DUTIES AND RESPONSIBILITIES
• 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.
EXCELLENCE IN THIS ORGANIZATION

1. A high level of commitment and dedication to the mission of the organization and public media.
2. Ability to cultivate and develop inclusive and equitable working relationships with co-workers and audience, supporting and enhancing a culture of belonging.
3. Preserving confidentiality appropriately.
4. Serving as an excellent ambassador for the organization, both formally and informally. Helping listeners, potential listeners, donors, and potential donors connect with the organization.
5. Facilitating excellent communications across departments, among employees, and with the public. Fostering open and candid relationships with VPR/Vermont PBS listeners and donors. Managing conflict constructively.
6. Demonstrating a commitment to the continuous improvement of the organization’s ability to fulfill its mission and vision.
7. Demonstrating and encouraging creativity and enthusiasm for this work.
8. Expressing consistent, high-performance expectations for themselves, their department, the leadership, and the organization itself.
9. Developing a broad understanding of the organization’s departments, programs, and services to assist donors, collaborate effectively with peers, ensure respectful communication and teamwork among departments.

SUPERVISORY RESPONSIBILITIES: None

POSITION REQUIREMENTS

Education and Experience
Experience of at least one year in television, radio, database management, or production company. The ideal candidate should be familiar with digital video formats, broadcast asset workflow, satellite downlinks, closed captioning, and digital (web and other media) distribution. Must possess technical competency in operating computers and communicating with others on-site and at remote locations.

Excellent attention to detail. Exceptional communication skills – in person, telephonically, written, and online. Self-motivated, possess strong interpersonal skills, trustworthy, credible, and reliable. Adaptable to change and stay calm under pressure. Ability to manage digital files, adhere to file naming & storage protocols, and learn to use specialized applications for specific tasks.

WORKING CONDITIONS

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

Physical Demands
Work involves standing and walking for brief periods, bending, and filing, but most duties are from a seated position. There is potential for eyestrain from reading detailed materials on and computer screen. Deadlines, workloads during peak periods, and changing priorities may cause increased stress levels. Work requires finger dexterity and eye-hand coordination to operate computer keyboards at a moderate skill level.
Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Please note: This is not an all-encompassing statement of this position’s responsibilities. While it attempts to be comprehensive, new responsibilities may be assigned to this position at any time.

VPR/Vermont PBS is a proud equal opportunity employer. We work diligently to recruit a broad pool of candidates and to hire and promote qualified individuals whose personal experiences, characteristics, and talents reasonably reflect the diversity of the communities served by VPR/Vermont PBS. Our equal employment opportunities apply to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training. We encourage applications from women, minority groups, veterans, and people with disabilities.