JOB DESCRIPTION:

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

SUMMARY

The Traffic Specialist is responsible for scheduling, maintaining, and billing broadcast and digital traffic. This position is responsible for collaborating with Radio and TV Operations, Programming, Digital, Corporate Support, Accounting, and on-air staff members to ensure best broadcast practices, maximum inventory efficiency, FCC regulations, and Sound of Station philosophy are met, including digital quality-control.

ESSENTIAL FUNCTIONS

1. Manage the traffic processes for all seven Allegiance “stations”: VPR, VPRCL, WEB, MOBILE, PRE-ROLL; PODCAST, SPONSORSHIP.
2. Provide direction and oversight of traffic flow, as it pertains to Operations & Traffic, Programming and Corporate Support.
3. Strategize with individuals of necessary departments in both radio and TV, as it pertains to best traffic practices, policies and procedures as needed.
4. Oversee the processing of Allegiance contracts and copy entry.
5. Provide Traffic support and advice to ensure best billing practices.
6. Manage the scheduling and oversight of underwriting testimonials.
7. Work with TV traffic for alignment with ProTrack scheduling.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Responsible for Allegiance log structure and entry.
- Best traffic practices for processes such as scheduling, editing, log reconciliation, library record maintenance, and billing assistance for both radio and TV.
- Provide immediate response to emergent traffic-related issues, guidance, and direction to users of the traffic software.
- Train and advise Allegiance users in best contract entry processes.
- Collaborate with TV traffic users in ProTrack.
- Monitor AUDIOSERVE web module for livestream pre-rolls, podcast insertion, and Google Ad Manager for Programming & Marcom webtiles, leaderboard, and mobile tiles. Work with Digital to maintain these systems.
• Write and review SOPs for Traffic/Operations procedures. Make recommendations for improved use and implementation of traffic systems.
• Review traffic logs daily for ideal placement of underwriters, promotional announcements, EAS alerts, and media sponsorships. Fine-tune traffic placement by manual log editing.
• Revise Allegiance clocks and the automation interface program to create different export files to accommodate changes in programming.
• Manage and reschedule bumped and released spots.
• Oversee reconciliation of daily Traffic logs for all stations (broadcast and digital) to ensure accurate billing affidavits.
• Communicate regularly with Allegiance technicians to maintain a well-functioning traffic product with effective flight maintenance.
• Research, analyze and recommend best practices for traffic system usage in keeping with the Sound of Station philosophy.
• Train new users and answer questions from existing users.
• Build, edit and streamline all on-air promotional announcement contracts (including legal ID’s, EAS spots, preamble, and Media Sponsorships) using Allegiance Traffic Software to full capacity, and minimizing the amount of daily manual log editing.
• Regularly collaborate with Programming Director and the production team to ensure effective scheduling of station promos and institutional announcements.
• Research, recommend and implement improved system for selling and scheduling Media Sponsorships.
• Assist with contract reviewing for billing. Advise on accounting processes through efficient and accurate handling of both Radio and TV traffic contracts and log reconciliation.
• Provide detailed analysis of traffic scheduling and associated copy to prevent possible scheduling conflicts and potential pronunciation errors.
• Coordinate with Traffic, Development, Corporate Support, and Programming to analyze potential problems with traffic scheduling and implementation of revenue-generating inventory and Sound of Station philosophy.
• Advise Programming and Corporate Support on improved log structure for daily broadcast.
• Implement changes to Allegiance log structure when necessary. Maintain a clean, well-functioning log structure for board op.

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
A Bachelor’s degree in broadcasting or liberal arts preferred. Minimum 2 years of relevant experience in public or commercial broadcasting, communications, or related fields. Experience in radio traffic, operations, or programming is desirable.

Essential Skills: Must possess computer savvy and technological comfort. Require strong attention to detail, organizational, communication (written and verbal), interpersonal skills, and the ability to work collaboratively and innovatively.

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.