

**USF Job Class Description**

JOB CODE: 4759

JOB TITLE: Broadcast Program Director

PAY PLAN: 21

CAREER BAND: H

FLSA: Exempt

CBU: 29

Effective 04/20/2007

Job Title: Broadcast Program Director**Job Summary**

This position fulfills a defined senior management and leadership role for WUSF Public Broadcasting by directing programs, program elements and programming activities on all media platforms, including TV, radio, Web and Radio Reading Service.

Nature of Work

This position coordinates the production of local programming to ensure that WUSF's mission, strategic plans and budgets are met. These responsibilities include the organization of all media platforms coordinating programming, promotions, development and membership promotions and programs; employ and supervise personnel via subordinate managers; and working as a member of the WUSF Leadership Team to ensure multiple department goals are being met. Extensive communication is to be expected with both internal and external contacts. The Broadcast Program Director is responsible for development and dispersal of WUSF's content budget knowing that an error can affect the amount and quality of service provided, violate grant agreements and limits the efficiency of meeting the educational and public service needs of the universities and communities served. This position carries budgetary responsibilities including approval of expenditures, development of budget recommendations, preparation of budget requests or written narratives and approval of budget requests for other departments. Assignments are received in the form of results expected, but there is substantial discretion to determine procedures and work products. Duties are highly complex and varied, requiring significant independent action and judgment.

Examples of Duties

The following list provides examples of the most typical duties for positions in this job class. Individual positions may not include all of the examples listed, nor does the list include all of the work that may be assigned to positions in this job class.

- Administers compliance programs with appropriate Federal Communications Commission regulations and maintain files on programming and production for broadcast on WUSF.
- Develop and maintain cooperative relationships with other University departments in support of WUSF's overall mission and goals.

- Develop and maintain cooperative relationships with appropriate community partners, public agencies and industry organizations-serving as liaison between stations and community in effective use of broadcast resources.
- Create and maintain programs and station policies that protect the credibility of the news department, the ethics of broadcast talent and reporters while being sensitive to community standards and expectations.
- Assist the General Manager in the administration of grants awarded to WUSF in accordance with strategic planning, including guidance given to the grant writer in selection and submission of grant applications.
- Represent WUSF and USF in discussions with other public broadcast entities to create partnerships, synergies and efficiencies.

Minimum Qualification Requirements

This position requires a Bachelor's degree in Communications, Public Administration, Management or a technical program directly related to Public Broadcasting and three to five years of professional experience; or Master's degree and three years of professional experience. The bachelor's degree is a minimum educational requirement for this position, and cannot be waived.