

**USF Job Class Description**

JOB CODE: 4754

JOB TITLE: Broadcast Programming Manager

PAY PLAN: 21

PAY BAND: F

FLSA: Exempt

CBU: 29

Effective 12/01/2010

**Job Title: Broadcast Programming Manager****Job Summary**

This position is responsible for the direction, coordination and supervision of WUSF Public Broadcasting through one of three divisions: WUSF 89.7 FM, WUSF-TV (and its digital channels) and WUSF Radio Reading Service.

**Nature of Work**

The Broadcast Programming Manager is charged with the overall direction and coordination of programming in accordance with WUSF Public Broadcasting's mission and goals. This position is not directly responsible for generating revenue; however, incumbents are expected to support fund generating activities through the following means: scheduling programming to advance membership campaigns, identifying grants and other funding opportunities and on-air support to assist the Development, Membership and Underwriting departments. This position supervises only assigned temporary and/or Federal Work Study (FWSP) employees and/or one staff position. Some supervision will be delivered through the management of a group of staff positions or other managers. Substantial communication with both internal and external contacts is expected of incumbents in this position. This position carries budgetary responsibilities including some approval of expenditures, development of budget recommendations and preparation of budget requests or written narratives. This position reports to a Content Director and assignments are received in the form of results expected, but there is substantial discretion to determine procedures and work products. Occasionally, assignments are made only in terms of broad goals, and there is considerable latitude for decision making and establishing priorities. Duties are substantially varied in nature, requiring solving of both common and unusual problems. The next level of supervision is consulted for clarification of policies.

**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.

- Creates program schedules for WUSF-TV including screening, selecting and scheduling programs for inclusion in 24-hour broadcast schedules.
- Directs and coordinates the overall on-air product that includes news, classical

music, jazz and entertainment programming.

- Editorial and programming decisions including the establishment of editorial guidelines for material that is read by volunteers and creating programs based on listener need.
- Collaborate with the WUSF-TV creative services department to identify production and promotional opportunities that would optimize revenue activities for the membership and the underwriting departments.
- Foster and develop relationships with public broadcasting organizations including the Public Broadcasting Service, American Public Television, National Educational Telecommunications Association and others in regard to national programming issues and program distribution.

#### **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.