



NEWPORT NEWS, VA
CITY OF OPPORTUNITY

JOB DESCRIPTION
COMMUNICATIONS MANAGER
(NNTV)
COMMUNICATIONS

Human Resources Department
700 Town Center Drive, Suite 200
Newport News, VA 23606
Phone: (757) 926-1800
Fax: (757) 926-1825

GENERAL STATEMENT OF RESPONSIBILITIES

Under limited supervision, provides leadership, overall administration and technical expertise for video production services and activities. Responsible for operations of the City's cable television channel to include identifying programming needs related to citizen information, marketing the City of Newport News and providing creative and innovative communication solutions. Reports to the Director of Communications.

ESSENTIAL JOB FUNCTIONS

Responsible for the effective supervision and administration of the City's cable television channel, Newport News Television (NNTV), including budget preparation and monitoring, purchasing and financial transactions, performance management, employee relations, prioritizing and assigning work and related activities. Oversees and develops short and long-term strategic goals pertaining to the planning, development, design and operational processes and procedures for video production services.

Oversees all technical engineering work for the City's television facility. Responsible for managing the maintenance and repair of all television production equipment, electrical system, security system, communications equipment, HVAC equipment and the generator.

Oversees the development and production of a variety of programs for NNTV to include background research, shoot locations, equipment and personnel needs; promotes NNTV programming activities, develops a viewership and a system for audience analysis of the channel; oversees NNTV's electronic bulletin board.

Serves as liaison to local agencies as well as other City Departments and organizations in the area of video production services to include equipment and facility usage.

PERFORMANCE STANDARD

Employees at all levels are expected to effectively work together to meet the needs of the community and the organization through work behaviors demonstrating the City's Values. Employees are also expected to lead by example and demonstrate the highest level of ethics.

REQUIRED KNOWLEDGE

- Video Production – Comprehensive knowledge of digital and analog electronic theory, modern design, maintenance, and repair techniques for mechanical, electrical, and electronic equipment.

- Technology – Knowledge of modern methods, concepts, practices, and principles related to video production to include modern videography, graphic design and animation techniques as well as production and editing techniques.
- Supervision - Knowledge of leadership techniques, principles and procedures to assign work, schedule, supervise, train, and evaluate the work of assigned staff.
- Customer Service – Thorough knowledge of principles and processes for providing customer services. This includes setting and meeting quality standards for services and evaluation of customer satisfaction.

REQUIRED SKILLS

- Computer Skills - Utilizes a personal computer with word processing, spreadsheet, and related software to effectively complete a variety of administrative tasks with reasonable speed and accuracy.
- Judgment/Decision Making – Uses logic and reasoning to understand, analyze, and evaluate complex situations and research information to identify the strengths and weaknesses of alternative solutions, conclusions or approaches.
- Interpersonal Relationships – Develops and maintains cooperative and professional relationships with employees and the public. Effectively handles inquiries, complaints from or disputes with customers.

REQUIRED ABILITIES

- Communication – Excellent ability to communicate, orally and in writing, ideas and proposals effectively to diverse audiences to include preparing and presenting a wide variety of related public relation materials. Excellent ability to synthesize and clearly articulate complex information and ideas presented verbally and in writing. Ability to handle a variety of issues with tact and diplomacy and in a confidential manner.
- Coordination of Work – Ability to establish and implement effective administrative programs and procedures. Ability to plan and organize daily work routine and establish priorities for the completion of work in accordance with sound time-management methodology. Performs a broad range of supervisory responsibilities over others.
- Financial Management – Ability to perform arithmetic applications to perform purchasing and financial transactions. Ability to employ economic and accounting principles and practices in the analysis and reporting of budgeting data.

EDUCATION AND EXPERIENCE

Requires a Bachelor's Degree in Communications, Journalism, Public Administration, Business Management or a related field and 5-7 years related experience including 2-3 years of supervisory experience, or an equivalent combination of education and experience.

ADDITIONAL REQUIREMENTS

Acceptable general background check to include a local and state criminal history check and a valid driver's license with acceptable driving record.

PHYSICAL REQUIREMENTS

- Requires the ability to exert light physical effort in sedentary to light work.
- Some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds).
- Tasks may involve extended periods of time at keyboard or work station.

SENSORY REQUIREMENTS

- Some tasks require the ability to perceive and discriminate sounds and visual cues or signals.
- Some tasks require the ability to communicate orally.

ENVIRONMENTAL EXPOSURES

Essential functions are regularly performed without exposure to adverse environmental conditions.