



Cañada College ♦ College of San Mateo ♦ Skyline College

GENERIC POSITION DESCRIPTION

FM PROGRAM DIRECTOR

A Classified Position

[Grade 29 – Salary Schedule 60](#)

A. General Statement

This is paraprofessional work at the lead level involved in radio program development, acquisition, planning and implementation for a college station. Under direction, the position is responsible for conferring with station staff, viewers and outside contact personnel, compiling programming concepts and formulating them into programming. Public contact is extensive and involves station staff, producers, viewers, contractors, on-air talent, other stations and educational institutions for the purpose of planning and implementing a program schedule that complies with quality and regulatory standards. A high degree of independent judgment and creativity is required to develop original programming ideas, compile and format the concepts of others, and implement a cohesive, varied public radio schedule. Consequences of errors in judgment could be costly in public relations, employee time and money. A FM Program Director can lead the work of station staff and student assistants as assigned.

B. Duties & Responsibilities

The duties below are representative of the duties of the classification and are not intended to cover all of the duties performed by the incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related, or a logical assignment to this classification.

1. Exchanges information with station staff to plan short- and long-range programming
2. Confers with contractors, vendors, performers, public broadcasting personnel, other radio station representatives, outside educational institutions, viewers, survey audiences, electronic media representatives and community and business personnel regarding programming concepts, schedules, needs assessments, programming implementation and related matters
3. Makes presentations to small and large groups concerning station programming plans, policies and marketing
4. Attends meetings, workshops and other events to obtain and provide current programming and related station information
5. Coordinates and participates in radio program development, acquisition, planning, and implementation
6. Develops local, regional and national programs in conjunction with producers and directors
7. Reviews and selects programming proposals
8. Develops program schedules in conjunction with other staff
9. Monitors legality and air worthiness of various programs
10. Trains, coordinates and schedules the work of other staff and student assistants as assigned

11. Researches and develops listener surveys and profiles to use in programming selection and modification
12. Compiles, reviews, assesses and responds to listener input and audience surveys
13. Compiles data for, formats and prepares regular and special demographic, statistical, financial and other reports
14. Uses a database and a variety of computer software to compose and prepare correspondence, budgetary information, reports, memoranda and other written materials
15. Performs other related duties as assigned

C. Requirements

1. Bachelor's degree in broadcasting, broadcast journalism, or a closely related field
2. Successful work experience of increasing responsibility in broadcasting that has included radio program planning, coordination, and implementation
3. Skill in training and leading the work of others
4. Skill in the use of a variety of computer software for the research and preparation of statistical, narrative, financial, and other detailed reports
5. Knowledge of and ability to apply radio programming resources to program development, acquisition, and distribution
6. Demonstrated knowledge of applicable Federal Communications Commission rules and regulations
7. Skill in planning and implementing a budget
8. Demonstrated skills in communicating effectively with people at various levels within an organization who are diverse in their cultures, languages, and abilities

OR

An equivalent combination of education and experience

D. Physical/Other Requirements

This classification requires active listening, good memory; persuasive communication; negotiation; conceptualization/structuring of general ideas; data comparison and analysis; conflict resolution; tact, sensitivity; flexibility; attention to detail; multi-tasking and prioritization; public speaking in order to perform the essential functions.

E. Knowledge, Skills & Abilities

1. Knowledge of public radio programming resources, techniques, procedures and personnel
2. Knowledge of Federal Communications Commission and public broadcasting regulations applicable to radio programming
3. Skill in respectful, tactful and sensitive interaction with people at various levels of the organization who are diverse in their cultures, language groups and abilities
4. Skill in developing radio programming that reflects diverse populations, interests, and viewpoints, and which are reflective of the viewing audience
5. Skill in oral communication, including public speaking and negotiation
6. Skill in the use of a database and a variety of computer software to set up and maintain documentation and to compose and prepare a variety of written materials
7. Skill in written communication, including development of scripts
8. Skill in multi-tasking, prioritization of workloads, and working accurately under deadline pressure
9. Skill in training, leading, and coordinating the work of others
10. Skill in setting up and tracking budgets and expenditures
11. Ability to work effectively as part of a team