

JOB INFORMATION

Job Code	OC25A
Job Description Title	Broadcast Associate I
Pay Grade	MC04
Range Minimum	\$33,710
33rd %	\$38,210
Range Midpoint	\$40,450
67th %	\$42,700
Range Maximum	\$47,200
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	1/3/2012

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Multimedia

JOB SUMMARY

Provides professional broadcasting services to include writing/editing, video-taping, recording, producing, and marketing.

RESPONSIBILITIES

- Plans and implements projects to advance the university's image through cooperative efforts with a team of communications and marketing professionals.
- Edits film for commercials, informational videos, web streaming, documentaries, and television media with supervisory direction.
- Initiates creative alternatives and ideas for using footage to promote the university and generate media interest in projects.
- Selects appropriate video footage in an effort to assist reporters wanting to supplement their news reports.
- Assists in setting up video production equipment and shooting events and ceremonies on campus.
- Represents the Office of Communications and Marketing in dealing with campus-wide clients, including faculty, administrators, and other campus communicators.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	May supervise employees but supervision is not the main focus of the job.
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MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	in Mass Communications, Public Relations or related field	And	0 years of	Experience in the field of broadcasting including writing/editing, video-taping, recording, and/or producing	

Substitutions Allowed for Experience

Yes

Substitution allowed for Experience: When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knows fundamental concepts, practices and procedures of particular field of specialization.

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category: Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing				X		
Walking				X		
Sitting			X			
Lifting	X					
Climbing			X			
Stooping/ Kneeling/ Crouching			X			
Reaching				X		
Talking					X	
Hearing					X	
Repetitive Motions					X	
Eye/Hand/Foot Coordination					X	

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold				X	
Extreme heat				X	
Humidity				X	
Wet				X	

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Noise				X	
Hazards				X	
Temperature Change				X	
Atmospheric Conditions				X	
Vibration				X	

Vision Requirements:
Ability to see information in print and/or electronically.