

RUTHERFORD COUNTY, TENNESSEE

CLASSIFICATION SPECIFICATION

CLASSIFICATION TITLE:

COMMUNICATIONS MANAGER

PURPOSE OF CLASSIFICATION

The purpose of this classification is to manage the County's Cable Station and Telecommunications needs. The position should especially focus on integration of video and data, maximizing the effectiveness of the County's use of such technologies, continually improving service delivery to the public, while minimizing operational costs. Duties and responsibilities include managing assigned staff, cable channel programming, managing telecommunication capabilities including data, cellular, fax, and voice messaging functions as well as serving in an advisory capacity regarding the functionality of telephone and radio systems, and performing other tasks as assigned. Reports to Chief Information Officer.

ESSENTIAL FUNCTIONS

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.

Supervises, directs, and evaluates assigned staff, processes employee concerns and problems, directs work, counsels, and disciplines; oversees assignment of projects and prioritization of projects; monitors staff work hours.

Designs, implements and supports converged technologies for maximum benefit to the county and its citizens.

Creates and implements communication strategies that enhance the county's image while increasing citizen participation and awareness.

Administers current county telecommunication systems, including migration feasibility studies, and requests for communication upgrades in conjunction with the Technical Services Manager.

Researches, evaluates, and designs telecommunication installations to meet needs of the county.

Manages and reviews cellular accounts, optimizing coverage areas and capabilities.

Develops or assists with the development of centralized voice messaging and fax services.

Acts as telecommunications project manager, providing decision support and oversight of data communication installations, including associated network hardware, software and facilities; works through proper channels to manage vendor relationships in the best interest of the county.

Maintains an understanding of the functions and documentation of specific county departments to provide necessary support for video systems, programs, and functions.

Trains key personnel in effective use of current and future use of communication related equipment.

Reviews telecommunication invoices for accuracy; monitors utilization reports of telecommunication function and makes recommendations for improved efficiency and enhancements.

Maintains inventory of supplies related to telecommunications equipment; initiates orders for new or replacement materials.

Rutherford County, Tennessee • Communications Manager

Maintains reliable customer service by developing and implementing equipment maintenance programs; evaluates new technologies; develops service objectives; establishes installation priorities; directs installation schedules.

Maintains a safe, secure, and healthy work environment by establishing and enforcing standards and procedures; complies with legal regulations.

Management and provision of governmental programming to the citizens of Rutherford County; Strong understanding of the role of local government.

Creates and produces county programming utilizing digital video technology and equipment.

Oversees and assists with all areas of video technology utilized within the county to include video surveillance, video conferencing, and QOS for video data.

Maintains programming logs, as required by the Federal Communications Commission.

Controls audio equipment in order to regulate the volume and sound quality during television broadcasts; monitors strength, clarity, and reliability of incoming and outgoing signals; adjusts equipment as necessary to maintain quality broadcasts; regulates the fidelity, brightness, and contrast of video transmissions, using video console control panels.

Observes monitors and converses with station personnel in order to determine audio and video levels and to ascertain that programs are airing; previews scheduled programs to ensure that signals are functioning and programs are ready for transmission.

Selects sources from which programming will be received, or through which programming will be transmitted.

Reports equipment problems, and ensures that repairs are made; makes emergency repairs to equipment when necessary and possible.

Records sound onto various media for television; checks quality and makes adjustments where necessary.

Works closely with technology vendors and technical service providers; oversees communications with hardware/software service representatives and technical support representatives; provides information concerning operational and/or mechanical problems as appropriate.

Maintains logs/documentation of work activities, computer operations, system modifications, maintenance activities, installations, and other activities; documents status of repairs.

Prepares or completes various forms, reports, correspondence, presentations, charts, graphs, spreadsheets, performance evaluations, budget documents, or other documents.

Receives various forms, reports, correspondence, budget reports, time sheets, leave requests, network system reports, diagnostic reports of system devices, schematics, layouts/drawings, technical support documentation, specifications, manuals, reference materials, product guides, directories, or other documentation; reviews, completes, processes, forwards or retains as appropriate.

Works in conjunctions with Chief Information Officer to communicate with the County Mayor, employees, other departments, county officials, system users, vendors, service representatives, the public, the media, outside agencies, and other individuals as needed to coordinate work activities, forge partnerships, review status of work, exchange information, resolve problems, or give/receive advice/direction.

Attends meetings; serves on committees as needed; makes speeches or presentations.

Rutherford County, Tennessee • Communications Manager

Maintains a comprehensive, current knowledge of Federal Communications Commission regulations as well as other applicable laws/regulations; maintains an awareness of new technologies, programs, equipment, trends, and advances in the profession, and monitors their potential impact on the county; reads professional manuals and publications to increase knowledge of computer operations; reviews technical manuals, documentation, and publications; maintains professional affiliations; attends workshops, conferences, and training sessions as appropriate.

Performs other related duties as required.

MINIMUM QUALIFICATIONS

Bachelor's degree in Computer Science, Management Information Systems, Mass Communication / Electronic Media Production, or closely related field; supplemented by a combination of experience with telecommunications, video production, and data networking; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job. Supervisory, troubleshooting, and project management skills are preferred. Public sector, regulated procurement, customer service, telecommunications, and technical support experience are also preferred. Must possess and maintain a valid Tennessee driver's license.

PERFORMANCE APTITUDES

Data Utilization: Requires the ability to evaluate, audit, deduce, and/or assess data using established criteria. Includes exercising discretion in determining actual or probable consequences and in referencing such evaluation to identify and select alternatives.

Human Interaction: Requires the ability to provide guidance, assistance, and/or interpretation to others regarding the application of procedures and standards to specific situations. Must be able to communicate effectively and efficiently in a variety of technical or professional languages, including terminology related to computer operations.

Equipment, Machinery, Tools, and Materials Utilization: Requires the ability to operate and control the actions of equipment, machinery, tools and/or materials requiring complex and rapid adjustments.

Verbal Aptitude: Requires the ability to utilize a wide variety of reference, descriptive, advisory and/or design data and information.

Mathematical Aptitude: Requires the ability to perform addition, subtraction, multiplication and division; ability to calculate decimals and percentages; may include ability to perform mathematical operations involving basic algebraic principles and formulas, and basic geometric principles and calculations.

Functional Reasoning: Requires the ability to apply principles of influence systems, such as motivation, incentive, and leadership, and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.

Situational Reasoning: Requires the ability to exercise judgment, decisiveness and creativity in situations involving the evaluation of information against sensory, judgmental, or subjective criteria, as opposed to that which is clearly measurable or verifiable.

ADA COMPLIANCE/PHYSICAL DEMANDS ANALYSIS

Physical Ability: Tasks require the regular and sustained performance of moderately physically demanding work, typically involving some combination of climbing and balancing, stooping, kneeling, crouching, and crawling, and that generally involves lifting, carrying, pushing, and/or pulling of moderately heavy objects and materials (20-50 pounds).

Sensory Requirements: Some tasks require the ability to perceive and discriminate visual cues or signals. Some tasks require the ability to communicate orally.

Environmental Factors: Performance of essential functions may require exposure to adverse environmental conditions, such as dust, machinery, bright/dim light, or electric currents.

PHYSICAL DEMANDS ANALYSIS

1. STANDING AND WALKING

Tasks: Moving equipment, shooting videos, and walk to video locations

Surface: various

Estimated Total Hours: 7-8 **Maximum Continuous Time:** 3-4

2. SITTING

Tasks: editing video, video scripting, directing video shoots, e-mails

3. LIFTING/CARRYING

Objects: Video equipment, lights or other various pieces of equipment

Weight	Hourly	Daily	Weekly	Monthly	Never
<10 lbs		X			
11-25 lbs			X		
26-50 lbs			X		
51-75 lbs				X	
76-100 lbs				X	
>100 lbs					X

4. PUSHING/PULLING

Objects: Equipment cases on wheels

Height of hands above floor during push: 3 – 4 inches

5. BENDING/SQUATTING/KNEELING

Tasks: Setting up video equipment or lights

6. REACHING

Tasks: setting equipment up, storing equipment

Hands Used: RIGHT LEFT BOTH X

Distance	Direction	Frequency	Duration	Avg. Weight
0-20"	Up or Down	1-3	1 min	20-30 lbs
21-36"	Up or Down	1-3	1 min	20-30 lbs

7. WORK CONDITIONS

Exposure to	Yes	No
Hot Temperatures	X	
Cold Temperatures	X	
Sudden Changes in Temperature		X
Noise		X
Fumes		X
Cramped Quarters		X
Cold Surfaces		X
Hot Surfaces		X
Sharp Edges		X
Vibration		X
Fluorescent Lighting	X	
Computer Monitor Screen Glare	X	

Inside Building	<u>90</u> % of time
Outside	<u>10</u> % of time

8. OTHER JOB DEMANDS

Does Job Require	Yes	No
Crawling		X
Jumping		X
Lying on Back		X
Lying on Stomach		X
Twisting		X
Sweeping/Mopping		X
General Cleaning		X
Handling Trash		X

9. LIST TOOLS, EQUIPMENT AND MATERIALS USED:

Video equipment, tools, computers, TV, lights, cables

10. HAND USE

Type of Use	Yes	No	Frequency
Keystrokes	X		40%
Grasp	X		30%
Fine Motor i.e: writing, twisting hands or wrist, etc	X		30%

Rutherford County, Tennessee • Communications Manager



Rutherford County, Tennessee, is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer. Signatures below indicate the receipt and review of this classification description by the employee assigned to the position and the immediate supervisor.

Employee's Signature

Date

Supervisor's Signature

Date