

RADIO ASSISTANT NETWORK MANAGER

DESCRIPTION: Under limited supervision from the Radio Network Manager, supervises and manages daily operations of the originating station of the Nebraska Public Radio Network; serves as Program Director for the statewide radio network; supervises production and announcing staff; performs related work as required.

EXAMPLES OF WORK: (A position may not be assigned all the duties listed, nor do the listed examples include all the duties that may be assigned.)

Develops and coordinates Nebraska Public Radio programming including the program schedule.

Monitors the needs of the listening audience through audience research and evaluation.

Coordinates the Nebraska Public Network's on-air membership drives.

Monitors activity and trends in public radio broadcasting.

Supervises the day-to-day operation of the originating station (KUCV) including monitoring work schedules and assignments and station on-air sound.

Ensures that flagship (KUCV) operates in accordance with all of the rules and regulations of the Federal Communications Commission and the policies of the Nebraska Educational Telecommunications Commission.

Coordinates KUCV activities with various Nebraska Educational Telecommunications Commission departments.

Programs and hosts a daily classical music program.

Works with the Network Manager to develop annual operational and developmental goals and objectives for KUCV and the Network.

Assists in the preparation of the Radio Network budget and serves as budget administrator.

Assists the Network Manager in the development and preparation of grants and proposals.

In the absence of the Network Manager, represents the Manager at meetings and functions as assigned.

FULL PERFORMANCE KNOWLEDGES, ABILITIES, AND SKILLS REQUIRED: (These may be acquired on the job and are needed to perform the work assigned.)

Knowledge of: Federal Communications Commission and Nebraska Educational Telecommunication Commission rules and regulations pertaining to public radio broadcasting; the legal requirements pertaining to public broadcasting and all National Public Radio and public broadcasting regulations; developments and activities.

RADIO ASSISTANT NETWORK MANAGER (continued)

Ability to: prepare and monitor operational budget; develop and implement department goals and objectives; utilize marketing research to increase listening audience and to ensure meeting their needs; organize and conduct membership drives and fund raising activities.

ENTRY KNOWLEDGES, ABILITIES, AND SKILLS REQUIRED: (Applicants will be screened for possession of these through written, oral, performance, and/or other evaluations.)

Knowledge of: basic accounting and general marketing principles; principles and practices of supervision; music history; the role of public radio; broadcasting and audience programming and programming resources; radio broadcast production and announcing techniques; rules and regulations governing radio broadcast.

Ability to: apply regulations and standards; prioritize and delegate work; communicate orally and in writing with trade professionals.

JOB PREPARATION GUIDELINES: (Entry knowledge, abilities, and/or skills may be acquired through, BUT ARE NOT LIMITED TO, the following coursework/training and/or experience.)

Post high school coursework/training in broadcast journalism, speech communication, public relations or related field. Experience in supervision, public radio production and/or programming and fund raising required.