

GENERAL MANAGER, KLCS

DEFINITION

Provides administrative direction and management over all business, financial, personnel, programming, production, engineering, and marketing activities of the District's Public Television Station, KLCS-TV.

TYPICAL DUTIES

- Directs and administers the activities of Station KLCS through subordinate managers, supervisors, and staff engaged in production and station operations.
- Coordinates and liaises with other educational, national, regional, and local organizations regarding sharing and obtaining educational programs.
- Develops and implements programming options that support the educational mission of the District and expands the brand of the network to a national audience.
- Prepares and manages the Station's budget comprised of LAUSD General Funds, and State and Federal grant fund monies, and develops short and long range financial forecasts.
- Represents the Station in meetings with the Board of Education, Superintendent of Schools, Local District Superintendents, District administrators, corporate and governmental agencies, the national Public Broadcasting Service (PBS), the Corporation for Public Broadcasting (CPB), California Public Television (CPT), the National Educational Telecommunications Association (NETA), schools, and community organizations.
- Insures that best business practices are utilized relative to public broadcasting, the commercial television industry, and private sector management strategies.
- Oversees the execution of contracts, purchasing procedures, employee relations policies, and communication strategies within and outside of the Station.
- Develops, recommends, and implements policies and procedures relative to the operation of the Station, relationships with other organizations and vendors, and the requirements of regulatory agencies.
- Makes organizational structure determinations based on operational needs, available resources, and industry standards.
- Develops and maintains contacts with funding sources and community groups.
- Directs, reviews, and participates in the preparation and presentation of regular and special reports relative to Station activities and needs.
- Performs related duties as assigned

DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

The General Manager, KLCS is the administrator responsible for the development and implementation of policies regarding the goals, purpose, and operation of Television Station KLCS and the administrative direction of the station's operation.

The Director of Programming and Operations develops and implements the KLCS-Channel 58 broadcast schedule, which includes selecting programs for broadcast; develops program policies and procedures; and supervises the activities of the programming and production staff.

SUPERVISION

Administrative direction is received from the Chief Executive Officer, District Operations and Digital Innovation. General direction is given to lower level managers and supervisors of the television station.

CLASS QUALIFICATIONS

Knowledge of:

- Business administration principles including budgetary and fiscal controls, organizational structure, personnel management, employee relations policies, purchasing regulations, contract procedures, and public relations
- Capabilities and uses of television broadcasting for community educational and instructional purposes
- Syndication and marketing
- Principles of effective communications management on and off the air
- Methods of evaluating television programs, program standards and practices, and Television Production practices and principles
- Purposes and functions of Federal and State agencies which support and regulate noncommercial broadcasting
- District organization, practices, and procedures
- Current events in the television industry and in research on the evaluation of educational programs
- Current affairs and concerns relevant to diverse socioeconomic strata, age groups, and cultures
- Public broadcasting fundraising techniques and sources including foundations and other funding agencies

Ability to:

- Plan and coordinate diverse activities
- Establish rapport with, obtain cooperation from, and motivate a variety of individuals and groups
- Establish and maintain harmonious relationships with a wide variety of organizations, community representatives, administrators, union representatives, employees and labor groups
- Analyze and evaluate plans, recommendations and data
- Make effective oral presentations both to groups and on-off the air
- Prepare and approve clear, concise written materials for on and off air presentations
- Evaluate the effectiveness of organizations, staffing procedures, and related matters
- Develop and implement operating changes required to achieve goals and objectives
- Develop funding sources

ENTRANCE QUALIFICATIONS

Education:

Graduation from a recognized college or university with a bachelor's degree. An advanced degree in Communications or a related field is highly desirable.

Experience:

Three years of management experience directing a multimillion dollar broadcasting operation or major broadcasting function including budgeting, purchasing, contract development and implementation, and personnel management.

Special:

A valid California Driver License and the availability of private transportation or the ability to utilize an alternative method of transportation.

SPECIAL NOTE

1. Management class, exempt from FLSA.
2. An employee in this class may be subject to the reporting requirements of the District's Conflict of Interest Code.
3. Travel to locations throughout the District is required.

This class description is not a complete statement of essential functions, responsibilities, or requirements. Entrance requirements are representative of the minimum level of knowledge, skill, and /or abilities. To the extent permitted by law, management retains the discretion to add or change typical duties of a position at any time, as long as such addition or change is reasonably related to existing duties.

Revised
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