

San Diego County Office of Education
Personnel Commission

ITV PROGRAM/TRAFFIC TECHNICIAN

Definition: Under general direction of a Senior Director and direct supervision of the ITV Programming and Promotions Supervisor, produces ITV schedules in multiple media formats; acts as station's traffic coordinator; prepares reconciliation of station program logs; assists in providing ITV program information to teachers, school personnel and the public; assists in researching and marketing ITV programming.

Typical Tasks: Prepares daily ITV program air logs and assures proper runtime (TRT); maintains master videotape library, and organizes physical tape storage areas in cooperation with master control staff; processes, labels and shelves videotapes for library; assists in preparation of ITV schedule and description of programs for multiple media formats; coordinates scheduling of ITV teleconferences, satellite feeds and off-air recordings; adds program promotions and public service announcements to run schedules; orders and monitors usage of video tape stock for production, duplication, post production and off-air or satellite recordings; prepares statistical and numerical reports as required for production, programming or traffic; maintains files and records of instructional television transmission schedules, recordings, program materials and sources; maintains inventory and catalog of instructional television programs and teacher guides; assists in the development and design of program utilization surveys; provides input for scheduling, catalog and PSA/filler programs; assists with phone coverage and viewer inquiries as needed; perform related duties as assigned.

Minimum Qualifications: Knowledge of: television program scheduling, and traffic control procedures and support documents; advanced computer skills including use of software such as File Maker Pro, Photo Shop, Acrobat, and PageMaker; modern office procedures and organization; proper formats for correspondence and reports; correct English usage, spelling, punctuation vocabulary and grammar; basic arithmetic; alphabetical and numerical filing; terminology and procedures related to instructional television; safety practices related to area of assignment. Ability to: type accurately at a rate sufficient for successful job performance; operate standard office equipment, including computer, calculator and copier; plan and organize work on a daily and long-term basis; communicate effectively orally and in writing; set up, organize and maintain files related to traffic, programming and production; establish and maintain effective and cooperative working relationships with staff, other SDCOE departments, general public, teachers and school personnel; calculate time intervals when creating on-air schedules; work accurately and independently with limited supervision.

Education and Experience: Any combination of training and experience equivalent to: completion of two years of college with major course work in communication, media or other related field and at least two years of increasingly responsible television experience related to program scheduling and traffic control. A Bachelor's Degree in Communications is desirable.

License: Possession of a valid California driver's license.

Established: _____ October 31, 2002
Approved by Personnel Commission _____