

**ALASKA PUBLIC MEDIA**  
3877 University Drive  
Anchorage, Alaska 99508  
**M** 907.550.8400  
**F** 907.550.8401



**Title:** TV Traffic Manager  
**Reports to:** Chief Technical Officer  
**FSLA Status:** Non-exempt  
**Version:** 1.1

### **Summary Statement:**

The TV Traffic Manager serves the traffic needs of a broad-based public media organization that delivers television, radio, and web content. AKPM is the source for NPR radio and PBS television for South Central and South East Alaska and stewards the statewide news.

### **Essential Functions:**

The TV Traffic Manager:

- Interface with traffic and operations to maintain the KAKM-HD program schedule and the KSKA-FM program Schedule assuring that all programs are properly placed, timed and are available for inclusion.
- In cooperation with engineering and operations, assure that all other programming steams are properly received, oriented, and delivered.
- Ensure the preparation of detailed, daily program logs, record schedules, and discrepancy reports.
- Manage the production of the monthly program guide. Provide programming schedule, highlights and other information necessary to produce the monthly program guide online.
- Assure that all program listing services are up-to-date and informed regarding KAKM programming.
- Collaborate and communicate with other AKPM departments and colleagues to ensure cooperation and appropriate assignments for all TV programming and promotional activities.

### **Duties and Responsibilities:**

In addition to the above functions, the TV Traffic Manager will:

- Ensure maintenance and back-up of all TV programming and promotion-related databases and files.
- Seek out and initiate professional development opportunities for Traffic staff based on FCC, NAB, CPB, PBS, and NPR best practices.
- Other duties as assigned.

### **Required Qualifications:**

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- Two years of television traffic and programming experience, preferably in a public broadcasting environment. One of the two years should include traffic programming experience with a computerized system in a lead capacity. One of the two years should include experience in fully digital, automated master control operation.
- Commitment to mission, vision, and values of Alaska Public Media.
- Strong written and oral skills.

**Desired Qualifications:**

- Experience with ProTrack (or other) programming software and associated automation database in a public television station.

**Allowable Substitution**

If necessary, alternative combinations of education and experience to be evaluated by the Human Resources Office for comparability

**Competencies:**

- Act in accordance with AKPM policies.
- Support AKPM compliance efforts with FCC, CPB, NPR and PBS rules and regulations
- Communicate effectively.
- Apply critical thinking and problem-solving skills.
- Maintain positive relationships with both internal and external customers.
- Demonstrate consistent outstanding customer service.
- Proficient at computer use to include office software products, custom software packages, internet and e-mail.
- Consistently demonstrate ethical behavior.
- Must exercise good judgement for the prompt completion of responsibilities.
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**Knowledge of:**

- Television programming operations.
- Digital Master Control Operations in a television environment.
- Applicable federal regulations governing broadcasting.
- Computers, computer networks and advanced database software.

**Employee Expectations:**

Must be able to work in a constantly changing environment with demonstrated ability to juggle and prioritize multiple, competing tasks and demands while seeking supervisory assistance as appropriate.

**Physical Demands:**

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The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

The employee is regularly required to stand, walk and sit; use hands to handle or feet; reach with hands and arms; talk and hear. The employee is occasionally required to stoop, kneel, crouch or crawl. The employee must be able to lift and/or move up to 40 pounds.

**Work Environment:**

The work environment characteristics described here are typical of a television/radio broadcast office environment and representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations will be made to enable individuals with disabilities to perform essential functions.

The noise level in the work environment is usually moderate.

Alaska Public Media is an equal opportunity employer.

I, \_\_\_\_\_ received a copy of this job description on \_\_\_\_\_.  
*(Print Name)* *(Date)*

Employee's signature \_\_\_\_\_