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| TITLE: <u>WDET Creative Producer/Engineer</u> | SALARY SCHEDULE: _____ | CLASS CODE: <u>PE355</u> |
| UNION: <u>P&A – Local 1979, U.A.W.</u> | SALARY GRADE: <u>12</u> | EEO CODE: <u>30</u> |
| | FLSA: <u>Exempt</u> | E-CLASS: <u>PE</u> |

POSITION PURPOSE

Build the WDET on-air brand by providing creative direction to advance the station's personality through the production of interstitial content. Expand audience base and increase listener awareness and individual giving. Produce and engineer recorded material and live music by utilizing audio studio and outboard equipment in order to provide professional quality sound broadcasts for WDET-FM. Provide seasoned technical assistance for WDET-FM productions.

ESSENTIAL JOB FUNCTIONS

- Develop concepts, write, give voice to and produce promotional announcements and fundraising messages. Work collaboratively programming, underwriting and membership departments to deliver brand-defining content that motivates and engages the audience.
- Assist General Manager in developing the agenda for and implementing fundraising strategies and campaigns. Evaluate and determine project parameters, content, and style.
- Conduct post-production and editing tasks.
- Oversee technical aspects of providing live, on-location broadcasts. Insure availability of necessary personnel and equipment to provide quality broadcast.
- Train and coordinate the work of part-time employees, technicians, graduate assistants, and/or interns who provide technical services.
- Serve as audio mix engineer for daily broadcast operations (e.g., National Public Radio and Public Radio International broadcasts) and other local and national programs. Provide technical assistance to programming and news departments with regard to operating and production equipment; select fill music, insert cuts, monitor levels, warning system and transmitter meter readings.
- Produce and mix live music and recorded material to enhance the quality of station programming. Engineer and produce daily underwriting announcements, spots, public service announcements and promotions.
- Download audio programming from satellite utilizing Digital Audio Capture System (DACS) and record programming for broadcast. Edit broadcasts utilizing Digital Audio Delivery System (ENCO) and

traditional splice/tape methods. Set up and record satellite/ISDN network interviews. Record and monitor material, distribute reports, program and maintain systems.

- Generate daily broadcast logs using CBSI or similar software applications; perform other broadcast traffic management duties as required.
- Provide functional supervision to department staff and interns; train in production and engineering procedures and usage of special digital audio delivery systems, studio and audio equipment; assign and review work.
- Perform related work as assigned.

ADDITIONAL COMMENTS

This classification level serves as a senior engineer requiring considerable audio and production knowledge and experience. Work activities demand knowledge and utilization of audio studio and outboard equipment, digital and satellite delivery systems and production procedures. This classification insures that program production and broadcast meet the quality standards set by the station and are in compliance with FCC regulations. This classification serves in a work leadership capacity in the production of interstitial content in adherence with established standards. May provide functional supervision to staff and interns. This classification is generally assigned to WDET-FM and reports to the Production Director.

MINIMUM QUALIFICATIONS

- Graduation from an accredited college or university or an equivalent combination of education and/or experience. Graduation from an accredited college or university with a degree in communications, journalism or related field or equivalent combination of education and experience.
- Reasonable experience producing news, including editing the work of others, preferably for public radio.
- Excellent on air presentation.
- Considerable audio and production knowledge and experience, including mixing of live music and live remote broadcasts.
- Ability to utilize specialized technical production equipment, e.g. Digital Audio Delivery System (ENCO); Satellite Capture/Receiving System (SOSS/DACS); computer terminals and application.
- Considerable knowledge of audio studio outboard equipment.
- Ability to utilize CBSI or similar broadcast traffic management software applications.
- Broad knowledge of various music genres and their instrumentation, with specialized knowledge of the differences in microphone placement and mixing them in a live music setting.
- Ability to be flexible and adapt to ever-changing work situations.