



## Lehigh Valley Public Media Position Description

**Title: Traffic and Continuity Manager**

**Last Revision Date: 01/2020**

**Status: Full-time, Benefits eligible, Non-Exempt**

**Department: Radio**

**Reports To: VP Radio**

### ORGANIZATION BACKGROUND

PBS39 and WLV Radio are part of Lehigh Valley Public Media, a 50-year young non-profit located 90 minutes from Manhattan and 60 minutes from Philadelphia in the rapidly growing Lehigh Valley of Pennsylvania. The organization is beginning an exciting new era and seeks talented and energetic team members for these transformational new enterprises that will ensure a community that is engaged, inspired and vibrant.

### JOB SUMMARY

This position manages the daily preparation and maintenance of on-air logs utilizing careful and thorough management of on-air inventory. Initiate innovative problem solving and decision-making tools to achieve station goals. This position includes management of continuity, including daily promotion production, and promotional campaigns. We're looking for an enthusiastic, innovative, reliable, results and detailed-oriented person who demonstrates the drive to achieve. The Traffic and Continuity Manager will have meticulous attention to detail and the ability to multitask, organize and collaborate. This position will work under the supervision of the SVP of Radio & Operations Director. Radio Operations is a 24 hour a day department. After-hours work may be necessary at times.

### MAJOR RESPONSIBILITIES

#### Traffic:

- Prepare, edit, print, assemble and distribute daily program logs.
- Process contracts and copy and enter information into traffic database.
- Communicate with Account Executives regarding underwriting copy, discrepancies and deadlines.
- Schedule underwriters (commercials) on the daily program logs.
- Maintain a library report to give notification to AE's when copy is due.
- Assists in the process in which copy gets recorded and entered into the traffic and media library.
- Daily reconciliation by way of re-adding actual play-back time.
- Generate all billing and invoices/affidavits; review affidavits and resolve discrepancies.
- Working with programming, operations and other staff to ensure daily, monthly or quarterly changes are reflected in traffic database and on printed program logs.
- Ingest audio files into Enco system. Listening/verifying spots for accuracy.
- Maintain a monthly library purge. Deleting expired cut numbers out of the system.
- Run various reports to check for accuracy. (Product separation, expired copy, etc.)
- Receive audio from various sources and transfer to Enco. Assign media cut numbers to audio files.



Basic clerical functions such as: Maintain contract and log files, filing orders and billing preparation.

Serve as a liaison with the Finance department in the compilation of required reports.

Assist in the workflow of others to meet deadlines.

**Promotion/Production Responsibilities:**

Schedule weekly, daily and monthly promos plus any other interstitials needed.

Download weekly/daily promos from various websites, add tags and cut numbers.

Adjust spot audio levels to our specifications.

Work with SVP of Radio and VP of Creative Services to create and produce on-air promo campaigns.

Act as back-up board op and/or program host.

**OTHER RESPONSIBILITIES**

Perform other duties as assigned.

**EXPERIENCE AND ABILITIES NEEDED TO QUALIFY FOR THE POSITION**

Two years of traffic, promotion and programming experience.

Ability to read and understand formats/clocks (e.g. bumps, segments, id's), and implement new or revised programming. (To be demonstrated during interview process)

Must be able to calculate program time.

Ability to write, edit and proof-read quality written content.

On-Air Hosting along with copy writing/editing preferred.

Enco Software and Adobe Audition preferred.

Demonstrated ability to set priorities on a daily basis and to follow through in accomplishing a varied series of tasks.

Organized with good time management skills.

Self-starter who can manage their own workflow.

Can-do attitude with the ability to adapt to a changing work environment.

Strong analytical skills

Ability to evaluate appropriate information/data

Ability to manage multiple processes and be organized.

Good judgment and critical thinking aptitudes. Ability to interpret and follow specific instructions.

Strong communications skills furnished in written, oral or diagram form.

Must maintain a positive working relationship with internal departments and embrace teamwork by taking the initiative.

Interpersonal skills are required.

Display the ability to handle stressful situations.

**MINIMUM DEGREE/TRAINING REQUIRED TO PERFORM POSITION'S RESPONSIBILITIES**

Bachelor's Degree and a minimum of two years of traffic, promotion and programming experience or equivalent combination of education and experience.



**WORKING CONDITIONS**

Must be able to work longer hours as well as weekends when requested.

**To apply:**

No phone calls, please.

Send via email to: [wlvapplicant@wlv.org](mailto:wlvapplicant@wlv.org)

Cover Letter

Resume

Salary Requirements

References

Include **Traffic and Continuity Manager** in subject line.

Lehigh Valley Public Media is an equal opportunity employer.