



Job Announcement
Recruitment Opens February 3, 2022
Recruitment Closes March 22, 2022
Additional Information: www.pctv21.org

Pittsburgh Community Television

Director of Media Education

Full-Time Exempt Position

Salary Range \$45,000 - \$55,000 Depending on Experience
Benefit Package Includes SIMPLE IRA, Health, Vision, Dental

Pittsburgh Community Television (PCTV) is Pittsburgh's community media and education center, serving the City of Pittsburgh and Allegheny County. Our mission is to empower, educate, and enhance the Greater Pittsburgh community through media. Founded in 1986, PCTV operates a media production facility on Pittsburgh's Northside and broadcasts programming 24/7 on Pittsburgh Comcast Channel 21, Pittsburgh Verizon Channel 47, Apple TV, ROKU, Fire TV, at www.pctv21.org, and on the Pittsburgh Community Television iOS app for iPhone and iPad.

Under the supervision of the Executive Director, the **Director of Media Education** is responsible for leading and implementing all of PCTV's media education efforts, including PCTV's fellowship program, studio technician training program, training for adults and PCTV's youth media program. The DOME is an experienced media educator with the ability and knowledge to teach a wide variety of subject matter including all aspects of media production. This position will create a comfortable and creatively stimulating learning environment for people from all walks of life including the general public, college interns, local nonprofit organizations or service clubs, high school students enrolled in workforce development programs, and youth groups. The DOME will collaborate with the PCTV team to support efforts to develop production partnerships that utilize and employ graduates of PCTV's media education programs.

TYPICAL DUTIES (may include but are not limited to the following):

- Develop and maintain training and instruction curricula for all of PCTV's media education efforts including training for adults and youth.
- Design, promote, coordinate, and conduct a media arts education program for youth.
- Strive to ensure that all PCTV education and training programs include media literacy components.
- Schedule public workshops, workforce development training, and other media education programs in a manner that efficiently utilizes PCTV facility and equipment resources.
- Gather input and design ideas for educational programs from PCTV staff, community media colleagues, educational contacts, and other resources.
- Teach PCTV media education classes and supervise other PCTV staff teaching media education classes.
- Recruit other part-time media education instructors as necessary.

- Recruit participants and manage enrollment of PCTV media education classes in collaboration with the PCTV team.
- Provide support for the marketing and promotion of PCTV media education programs.
- Develop media education partnerships with other organizations in collaboration with the PCTV team.
- Oversee PCTV's media fellow and studio technician training program with support from the Production Manager, ensuring that participants receive a high-quality educational experience and on the job experience and training.
- Foster an active space where community members and media makers can connect with each other.
- Develop policies and procedures that support the goal of a robust media education program.
- Prepare reports on the plans, activities, and outcomes of PCTV media education and training programs.
- Support PCTV in grant writing.
- Performs other duties as assigned by the Executive Director.

QUALIFICATIONS:

- Creative and innovative approach to media education.
- Ability and desire to teach.
- Experience developing and implementing instructional curricula.
- A thorough understanding of media production styles and processes.
- A thorough understanding of, and experience with, a wide variety of audio and video production equipment and software.
- Strong scheduling and organizational skills.
- Strong people and customer service skills.
- Highly positive and enthusiastic style; commitment to ongoing self-improvement, quick resolution of problems, and a proactive communication style.
- Excellent written communication skills; ability to compose, edit and proofread materials.
- A working knowledge of Mac OS, Microsoft OS, Microsoft Office software suite (word processing, spreadsheet, database, presentations), and specialized media production software including Adobe Creative Cloud software including Adobe Premiere Pro.
- Commitment to the mission and philosophy of PCTV.
- Demonstrated ability to manage multiple projects, with sound judgment, changing priorities, and be thorough, organized, and attentive to detail.
- Work creatively and flexibly in a collaborative team environment, operating autonomously with minimal supervision, but accepting direction, supervision, and guidance when appropriate.
- Ability to represent the organization professionally.
- Ability to communicate and work effectively with other people of diverse social, cultural, economic, age, gender, and ethnic backgrounds.
- Exercise good judgment, discretion, and maintain confidentiality of sensitive information related to agency business, personnel, and operations.
- Ability to meet deadlines and demonstrate advanced project management skills.
- Communicate concerns and conflicts openly and positively, and work to resolve and solve project challenges with peers, co-workers, and supervisors.

ADDITIONAL REQUIREMENTS:

- Must be available to work evenings and occasional weekends. Must be willing to use personal vehicles for reimbursable business-related travel in the Greater Pittsburgh area as needed.
- Must possess and maintain a valid Pennsylvania driver's license (or be willing to obtain one upon employment), have a safe driving record, and maintain Pennsylvania minimum required automobile insurance.

EDUCATION AND/OR WORK EXPERIENCE:

- Associate's or Bachelor's degree from a college or university with specialization in media.
- Demonstrated experience in the design and instruction of media arts education programs.
- Any combination of training and experience that provides the desired level of knowledge and skills.

WORKING CONDITIONS/PHYSICAL DEMANDS

- 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. Requires the ability to exert a small amount of physical effort in sedentary to light work involving moving from one area to another; requires sufficient hand/eye coordination to perform repetitive movements. Work is typically performed in an indoor office environment.
- The environment is oriented to public service and subject to constant work interruptions. Employees may work under the stress of continual public and/or inter-departmental contact and work with volunteers, while adhering to tight timelines.

Anticipated start is May-June 2022.

Pittsburgh Community Television is an Equal Opportunity Employer.

To be considered for the position, interested applicants should submit the following:

1. Cover letter that describes how your experience, knowledge and skills are a good fit for the position.
2. Resume detailing relevant experience.
3. Three references with telephone and email contact info.

Please submit the application materials described above as PDF format attachments to Executive Director John Patterson at john@pctv21.org.

Materials must be received no later than March 22, 2022 at 5 pm.