

Vermont Public Radio

Job Title: Traffic Associate (PT)
Department: Operations
Reports To: Director of Operations
FSLA Status: Non-Exempt
Part time: 15 hrs/week
Prepared Date: 11/13/18

SUMMARY: The traffic associate is part of the operations team, assisting in the daily scheduling of broadcast and digital traffic. The associate is a power user in traffic and operations software. The traffic associate ensures sponsorship and underwriting is set up and planned for optimal on the air sound and billing. The traffic associate must have a proven aptitude for learning, using and teaching operational systems to colleagues. The traffic associate will be called upon to train staff and support programming, corporate support, engineering, accounting and on the air staff, and other duties as assigned.

ESSENTIAL ROLES:

1. Traffic software power user
2. Operations as it merges with traffic
3. Monitors and troubleshoots issues via ticket system
4. Special assignments and projects

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

| Essential Responsibilities | Outcomes |
|---|--|
| Power User in Traffic and Operations scheduling software; assist in creating new shows in automation and Traffic software; scheduling specials and changes to on the air schedules; respond to questions and/or problems on the air and with automation software; trained and familiar with all of VPR's on the air systems, production and procedures. | The overall sound of VPR is delivered flawlessly while implementing the sound of station standards on the air. |
| Daily Traffic Maintenance and ability to produce and explain reports in traffic software. Technical ability to merge traffic software with on the air automation software flawlessly. | VPR reliably delivers underwriting and promotions. Ensures correct billing and legal affidavits. |
| Generate Quarterly Public File: Document public outreach and community engagement on VPR. | VPR is meeting FCC requirements for documenting public outreach. |

EXCELLENCE IN THIS ORGANIZATION includes the following:

- A high level of commitment and dedication to the mission of VPR and public radio.
- Preserving confidentiality appropriately.

- Serving as an excellent ambassador for VPR, both formally and informally. Helping listeners, potential listeners, donors and potential donors connect with VPR.
- Facilitating respectful communications across departments, among employees, and with the public. Fostering open and candid relationships with VPR listeners and donors. Managing conflict constructively.
- Demonstrating a commitment to the continuous improvement of VPR's ability to fulfill its mission and vision. Demonstrating and encouraging creativity and enthusiasm for this work.
- Expressing consistent, high performance expectations for themselves, their department, VPR's leadership and VPR.
- Developing a broad understanding of all of VPR's departments, programs and services sufficient to assist donors, collaborate effectively with peers, ensure excellent communication and teamwork among departments.

SUPERVISORY RESPONSIBILITIES: None

POSITION REQUIREMENTS:

Education and Experience: At least 2 years of professional experience demonstrating aptitude for scheduling software, technology, data and a high degree of confidentiality.

Essential Skills: Excellent communications and organizational skills required. Demonstrate the ability to work collaboratively and independently, with focus and attention to detail in an open office environment. Working knowledge of Microsoft Office; proficiency with Excel, Word and ability to learn new software.

Physical Demands: While performing the duties of this job, the employee must regularly talk, hear, and sit or stand facing a computer using a keyboard for extended period of time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.) *Please note: This is not an all-encompassing statement of this position's responsibilities. While it attempts to be comprehensive, new responsibilities may be assigned to this position at any time.*