

STATION MANAGER

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WHO IS A RADIO/TV STATION MANAGER?

Television and radio station managers are the principal administrators of radio and television stations. They have an equivalent role to that of a traditional business chief, operating officer or general manager.

The position involves the overall management of the station, including human resources, accounting, scheduling, budgeting, content and broadcasting compliance. As the station manager, you set and make the final decisions when it comes to what content is aired, what news stories are included and more. The position is involved directly with increasing revenue and problem solving at the station.



WHAT THE WORK INVOLVES:

A typical day for a station manager might include:

- Hiring, training and supervising various employees
- Coordinating who is going to be responsible for what
- Planning and scheduling meetings, programmes and other station functions
- Identifying financial goals and planning ways to meet them
- Making sure nothing is out of compliance with the station's licence or broadcasting legislations
- Keeping staff motivated and happy
- Reporting to the owner, board or directors of the company

Station managers have to work well with people outside of the company.

Managers at smaller stations perform multiple roles at time such as filling in on-air. A station manager's job is both stressful and exciting at the same time.

WHO IS THIS CAREER FOR?

To become a station manager you will need to have exemplary decision-making and judgment abilities, great communication skills, financial and managerial experience amongst others. Managers must also know how to operate technical control room equipment.

WHAT CAN I EARN?

Salary will vary depending on the size of the station and how much they make in revenue annually. As a station manager you can also negotiate salary based on qualification and experience.

HOW DO I QUALIFY?

Most station managers have at least a bachelor's degree in broadcast journalism or a related field. Experience in the field would also be a necessary asset.

WHO OFFERS TRAINING IN JAMAICA?

University of the Commonwealth Caribbean (UCC)

International University of the Caribbean (IUC)

UWI - Caribbean Institute of Media and Communications (CARIMAC)

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