



KRCL 90.9FM [WWW.KRCL.ORG]
General Manager – Salt Lake City, UT

JOB DESCRIPTION:

KRCL 90.9FM is a non-profit listener-supported community radio station located in Salt Lake City, which provides diverse, independent, and progressive music and public affairs programming. Currently, the station is engaged in a search to find a passionate, experienced and forward-thinking General Manager (GM) to oversee all day-to-day operations, working in close cooperation with members of staff, volunteers and trustees.

The GM is responsible for managing the station and working with key stakeholders through consensus and leadership. The GM is accountable to the Board in setting policies and relied on to implement such policies and the overall mission of the station while remaining compliant with all legal requirements and communicating the station's unique mission, principles and goals to all stakeholders.

KEY RESPONSIBILITIES:

Strategic Focus:

- Initiate and pursue short-term and long-term goals and strategies, placing particular emphasis on outreach, programming, fundraising and the involvement of the community in the pursuit of these goals
- Maintain and grow listenership and membership
- Ensure that KRCL makes adequate efforts to ascertain community needs and serve those needs within the context of the station's mission statement
- Oversee all day-to-day strategic, technical and legal operations of the station

Communication:

- Act as the spokesperson and ambassador for KRCL to local community, media, and at public functions
- Represent KRCL to government entities and other outside agencies along with its 75,000+ listeners
- Uphold and interpret FCC Rules and Regulations
- Initiate and promote public relations and outreach efforts
- Represent KRCL at events such as conferences, conventions and public meetings
- Communicate with the FCC and the Corporation for Public Broadcasting (CPB); to include completing and filing with the CPB all required reports, comply with FCC requirements and oversee compliance of the public file

Fundraising:

- Responsible for overseeing the cultivation of major gifts, underwriting, membership fundraising and marketing

Board of Trustees:

- Serve as member of the Board of Trustees, ex-officio
- Implement Board policies
- Participate and share dashboard reports at monthly Board meetings
- Act as Board liaison to staff

Staff Development:

- Implement diverse public affairs and music programming with staff
- Supervise the management team and all staff positions
- Hire staff, contractors and consultants
- Maintain employee files and conduct staff evaluations
- Implement and interpret personnel policies
- Oversee recruitment and training for volunteers
- Communicate with volunteers through volunteer staff meetings and foster staff/volunteer relationships
- Work with the staff to ensure that volunteers comply with station policies

Financial:

- Oversee daily fiscal operations, including monthly financial reports
- Oversee annual audit by a qualified CPA firm
- Supervise the preparation of the annual budget and the annual report
- Work with the treasurer to review month-end financial reports
- Responsible for maintaining a balanced budget

REQUIREMENTS:

- BS degree in Business, Marketing, Communications or equivalent
- A minimum of 5+ years of management or supervisory experience
- A successful background in fundraising, working with donors and securing major gifts
- Proven leadership and supervisory experience in a professional environment
- Ability to inspire a diverse and creative staff, volunteers and listeners
- Excellent written and verbal communication skills
- Proven financial skills, with an emphasis on fundraising and grant writing
- Strong management skills; particularly as it applies to non-profit organizations
- Ability to lead and motivate staff and volunteers
- Demonstrated ability to engage with diverse communities
- Proven experience in marketing and public relations
- Experience working in the media industry strongly preferred: radio, television, production, etc.
- Knowledge of FCC rules and regulations
- Ability to interpret Nielsen ratings and Arbitron data

Please send a cover letter and resume to the Executive Search Division of leading local firm PrincePerelson & Associates at: KRCLGM@perelson.com