

JOB TITLE DIRECTOR OF PROGRAMMING AND CONTENT
DATE REVIEWED 5/12/17
STATUS FULL TIME

POSITION PURPOSE -

The Director of Programming and Content is a vital part of station management team and works directly with the General Manager to create the station's vision and strategy for success. The PD is responsible for the design, integrity and success of KRCL's programming content, coordinates station operations, program schedule, programming staff and local content creation. Serves as the primary point of contact for KRCL programming. Direct reports include the Music and Community Content Managers, Events and Volunteers Manager as well as On Air Hosts (both paid and volunteer).

JOB ESSENTIALS

- **BRAND PERSONA** – Consistently demonstrates brand persona of a leader, creative problem solver, flexible, competent, excellent communicator when interacting with employees, volunteers and the public. Extremely detail oriented with the ability to multi-task and react in a calm and decisive way when dealing with challenging situations
- **ON AIR PROGRAMMING**
Manages the delivery of all programming (music and community content), special features and the program schedule. Oversees all programming elements including content and production including interstitials, promos and underwriting. Oversees all promotions and events, both on and off air. Maintains consistently high quality mission-driven station sound.
- **MANAGEMENT OF AIR TALENT**
Recruits, develops and retains the best possible on air staff, paid and volunteer, through consistent monitoring and training programs.
- **MANAGEMENT OF ON AIR FUND DRIVES**
Manages overall sound and production of on-air fund drives including: scheduling talent, air checking, rehearsals and coordinating details with the Development Department
- **MUSIC SCHEDULING**
Has thorough understanding and expertise in use of music software. Responsible for overseeing daily program log.
- **AUDIENCE RESEARCH AND ANALYSIS**
Responsible for analysis of audience data, making decisions and recommendations about programming and addressing areas for change in the program schedule
- **MANAGEMENT OF NATIONAL RECORD PROMOTER RELATIONSHIPS**
Builds relationships with national acts and record companies with weekly communication.
- **MANAGEMENT OF LISTENER FEEDBACK**
Management of listener feedback and consideration of feedback in programming strategy, including responding to listener correspondence, conducting listener surveys, and soliciting input from the Community Advisory Board (CAB) where appropriate

- **HOSTS A QUALITY 2-3 HOUR WEEKDAY ON AIR SHOW**
Prepares for shift with use of creativity, imagination and exercise of independent professional judgment in writing, producing, interviewing, taping or broadcasting of on-air material. Upbeat, informative, entertaining and relatable on air.
- **VALUES/EMPLOYEE ENGAGEMENT** – Consistently creative and innovative thinker, willing to challenge, stretch and be a change agent in the evolution of the radio station. Lives KRCL values and strives to achieve the KRCL Mission.
- **OTHER DUTIES AS ASSIGNED BY GENERAL MANAGER**

MINIMUM QUALIFICATIONS

- Bachelors' degree or equivalent work experience. Experience in management and leadership
- Proven track record of success in programming and operations in public or commercial radio (public radio preferred)
- Strong interpersonal and leadership skills and the ability to work closely with talent, department heads and development team
- Successful experience in change management
- Demonstrated audience analysis skills
- Proficiency in digital editing, studio production, music and automation software (Enco and Selector preferred)
- Strategic and tactical thinker, able to make long-range plans and imagine their impact on current operations
- Helpful and flexible, willing to roll up sleeves and do what needs to be done on short notice
- Demonstrated ability to deliver consistent quality and work under deadlines
- Experience leading and/or participating in strategic planning projects
- Excellent communication, writing, editing, production coaching and interviewing skills
- Excellent social media skills; solid understanding of how social media builds new audiences and strengthen the stations relationship with current audiences
- Highly organized with strong attention to detail and ability to work productively in a team environment
- Demonstrated creativity, ability to take direction and ability to handle non-routine situations
- Technologically versatile with willingness to expand skills
- Knowledge of relevant FCC rules and regulations
- Skilled in Microsoft Office programs
- Must have a reliable vehicle, driver's license and a clean driving record.

PHYSICAL REQUIREMENTS

In compliance with the Americans with Disabilities Act, the following have been identified as physical requirements of the job:

The employee must frequently lift and/or move up to 35 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus. While performing the

duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to sit; use hands to finger, handle, or feel and reach with hands and arms. The employee is frequently required to stand for long periods and walk distances; climb or balance and stoop, kneel, crouch, or crawl.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

WORK ENVIRONMENT

While performing the duties of this job, the employee is occasionally exposed to outdoor weather conditions. The noise level in the work environment is usually moderate.

The duties listed above are intended only as an illustration of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

KRCL reserves the right to revise or change job duties and responsibilities as the need arises. This job description pertains to an "at will" position with KRCL and in no way constitutes a written or implied contract of employment.