

Community Radio Project  
February 2018

## **COMMUNITY RADIO PROJECT EXECUTIVE DIRECTOR**

### **Community Radio Project Mission Statement:**

*To inform, entertain, and empower the people of the Four Corners region through arts, culture, and public media service.*

### **Organization Background**

Community Radio Project (CRP) is a 501(c)(3) non-profit organization nestled in the Four Corners and headquartered in Cortez, Colorado. CRP has built a rural, community media center where it operates two cultural cornerstones in the region: KSJD and the Sunflower Theatre. KSJD provides public media service to its audience in the Four Corners region of Colorado, New Mexico, Arizona, and Utah, including the Ute Mountain Ute Tribe and portions of the Navajo Nation. KSJD broadcasts across the region through five FCC-licensed facilities and both KSJD and the Sunflower Theatre distribute content via online, digital platforms. The Sunflower Theatre serves as a venue for arts and culture in Montezuma County and the surrounding areas, providing diverse entertainment and educational performances ranging from live music to Theatre, film to lectures.

The whole of KSJD and the Sunflower Theatre--as a rural community media center--is greater than the sum of its parts. KSJD broadcasts performances at the Sunflower, and both are developing capacity to distribute content from the stage using the organization's unique media capacities.

CRP's services are unified by a commitment to impact positively the listeners and audience of the Four Corners region. A brief history of each of these endeavors is as follows:

- **KSJD:** KSJD is the brand of CRP and is a primary source of local and national news in the region. Started in 1996 as a classroom tool for educating media students at the San Juan Basin Area Vocational Technical School, the radio station transitioned to community leadership in 2003, growing from a small service area of 4,000 on the outskirts of town, to a regional public media provider serving 60,000 listeners. In recent years, KSJD has built a strong local news department and is embarking on a new project in 2018 to collaborate with other radio stations on the Western Slope and implement a community-focused natural resources communications strategy in western Colorado. KSJD's financial support comes from contributions from listeners, corporate support from the business community, and grants from local and state foundations and the Corporation for Public Broadcasting. Music is also an integral component of KSJD's identity. Live hosted music with eclectic music taste is at the core of this facet of KSJD. Initiatives that have developed from the organization's music roots include the creation of an on-demand archive of KSJD's music programs, as well as identifying and tailoring the daytime music format based on target audience evaluations.
- **Sunflower Theatre at KSJD:** The concept of the Sunflower Theatre began in 2008, following initiatives of the City of Cortez and the Montezuma Arts Council which had identified that there

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was a demand for arts and culture in Cortez. The venue envisioned at the time was seen as contributing to economic value on Main Street. CRP purchased the historic Montezuma Valley Bank Building and began renovations in 2009. KSJD began utilizing the space adjacent to the Sunflower Theatre for its studios in 2012. The Sunflower Theatre opened its doors in January 2015. In 2017, nearly 4,500 patrons enjoyed live music, Theatre, film, and lectures at the Sunflower Theatre. The Sunflower Theatre has also been the birthplace of the Sunflower Troupe and the Raven Narratives.

Behind the success of KSJD and the Sunflower Theatre are the countless hours and unparalleled dedication of volunteers. Volunteers at KSJD host on-air programming, answer phones during fundraising drives, design graphic materials for our website and print media, recruit talent for on-air interviews, and engage in the community to help identify topics of interest to the people living in this region. Volunteers are also a part of the fabric at the Sunflower Theatre, serving in roles ranging from ushers to set-up and break down to concession sales.

KSJD and the Sunflower Theatre are well-positioned to become even more important and significant sources of news, information, and culture in the region. The next Executive Director will have a unique opportunity to build on CRP's foundation and help it become an even more collaborative, in-depth media and cultural organization.

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## POSITION SUMMARY

Community Radio Project (CRP) is seeking an Executive Director who will enthusiastically lead our professional staff in the management of our radio licenses, radio and theatre programming, news, development/underwriting. The Executive Director will have full financial statement responsibility, and will lead all strategic, financial, and operating aspects of the organization. The Executive Director will be responsible for fundraising initiatives that will support the salaries of our staff, the cost of operations, and the development of creative programs that serve our region. Further, the Executive Director will also have the opportunity to influence the cultural pulse of the region by providing input on entertainment and educational performances that are hosted at the Sunflower Theatre.

Title: Executive Director  
Status: Exempt, Full-time  
Duration: Position open until filled

### Key Relationships

Reports To: Board of Directors

Department Directors and Staff: KSJD Programming and Media Director  
Sunflower Theatre Director  
News department personnel  
Development Director  
Director of Corporate Support  
Financial and Administrative Support Staff

External Key Relationships: NPR and NPR-member stations  
Rocky Mountain Community Radio Board Member  
Other public media organizations  
Regional civic, cultural, and educational institutions  
Local business community

### Major Responsibilities\*

#### *Organizational Leadership*

- Uphold and foster CRP's mission to inform, entertain, and empower the people of the Four Corners region through arts, culture and public media service.
- Support CRP's commitment to being a trusted source of news and information that meets the highest journalistic standards and contributes to a vibrant and engaged region.
- Provide vision and direction for KSJD and the Sunflower Theatre while working collaboratively with the staff to implement that vision.
- Serve as the lead ambassador of CRP in the community and region, building relationships with local and regional business leaders, non-profit organizations, and other public institutions.
- Strengthen the Organization's value by fostering and supporting the distribution of high-quality content, entertainment, and educational opportunities. Emphasize building a larger, more engaged and more diverse listener and audience base across the region and across all platforms.
- Demonstrate a commitment to new technologies and innovation on many platforms.

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### *Compliance and Human Resources*

- Ensure that CRP maintains compliance with all regulatory oversight bodies, including, but not limited to: The Corporation for Public Broadcasting, Federal Communication Commission, the Equal Employment Opportunity Commission, the Colorado Secretary of State, the Colorado Department of Revenue, generally accepted accounting principles as promulgated by the Financial Accounting Standards Board, and local regulations.
- Stay up-to-date on changes in labor laws and human resources best practices.
- Research human resources questions as they arise.
- Ensure employee handbook and other operational policies remain current and are distributed to staff in a timely manner.

### *Operations*

- Direct operation of physical operating locations
- Oversight of FM broadcast facilities
- Make strategic decisions regarding broadcasting and digital assets to meet strategic goals.

### *Fiscal Management and Development*

- Build significant financial support for CRP from institutions and individuals. Lead CRP's development efforts and target, cultivate, and secure funding sources, in collaboration with the Board of Directors and Development staff.
- Succeed in fundraising leadership role, particularly through large-scale events and through securing major gifts. Identify, cultivate, solicit, and maintain ongoing stewardship of major donors.
- Ensure fiscal integrity and health of CRP through a commitment to strong and disciplined management, donor cultivation and stewardship, and best business practices.
- Manage income and expenditures according to the Board-approved budget.
- Work collaboratively with the Development staff to research and apply for grants to diversify CRP's revenue streams.
- Ensure attainment of grant deliverables.

### *Strategic Initiatives and Board Reporting*

- Provide clear management direction through inspiring leadership. Communicate and execute a strategy and objectives with key metrics that drive operational improvement and provide a consistent approach for evaluating and integrating new initiatives, technologies, and products.
- Work closely with the Board of Directors to develop and implement a comprehensive strategic plan for CRP. Continually monitor and update the plan to reflect changing market and business conditions.
- Develop and implement operational plans that support the long-range strategies and objectives of CRP.
- Communicate CRP's successes, challenges, and opportunities through regular updates to the Board of Directors.
- Serve as the staff representative on the Executive Committee, Finance and Budget Committee, Investment Committee, and Development Committee. Fulfill role appropriately based on the needs of the committee.
- Make a full report on the station's activities at each regular Board meeting and special meetings as requested by the Board. Report on the Board of Directors' major initiatives from the Board meeting to the staff to ensure knowledge transmission among key stakeholders.

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- Oversee and coordinate the efforts of the Community Advisory Board, and facilitate communication between the Community Advisory Board and Board of Directors as necessary.

#### *Programming*

- Evaluate all day-to-day programming changes recommended by the staff and the Board of Directors. Such changes should enhance the existing programming foundation of KSJD and the Sunflower Theatre.
- Work closely with the Board of Directors, in consultation with the Programming and Media Director, staff, and Community Advisory Board, utilizing audience research, to identify and implement any significant programming changes.

#### *Staff Recruiting and Development*

- Develop a high-performance culture that builds on CRP's history of creativity and excellence.
- Recruit, develop, and retain high-caliber and diverse staff, and continually reassess organizational structure and needs as CRP and the competitive environment evolve. Attract the best people from both inside and outside of public media and the performing arts.
- Provide annual staff evaluations and updated job descriptions, as needed.
- Develop, update as appropriate, and maintain a robust succession plan for all department director staff.

#### *Other*

- Be available as needed to provide on-air hosting, including as a substitute, as well as being an on-air lead presence during pledge drives.
- Direct publicity and marketing efforts.
- Oversee and coordinate capital projects as needed for the radio station and Theatre.

*\*Note: the major responsibilities listed above are not intended to be all-inclusive. Executive Director may perform other related duties as assigned to meet the ongoing needs of the Organization.*

## **QUALIFICATION AND COMPETENCIES**

### **Qualification and Experience**

- At least five years of increasingly responsible supervisory positions.
- Bachelor's degree in a relevant field or equivalent combination of education and supervisory experience.
- Track record of building and managing high-performing teams and demonstrated skill in leveraging the organizational structure and team member capabilities.
- Familiarity with aspects of community media including programming, production, on air work, social media, website maintenance, fundraising, and promotion.
- Ability to develop and administer operational budget.
- Demonstrated understanding of the value of an inclusive culture and commitment to ensure diversity across a variety of categories to achieve and maintain institutional inclusiveness. The next Executive Director will have a reputation built from substance, experience, integrity, and character sufficient to quickly earn the trust of internal and external constituents.
- Demonstrated ability to identify, strategize, implement, and deliver programs and activities that result in positive and financially-supportive relationships.
- Demonstrated success in development efforts, including cultivating a sustainable donor base.

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- Organizational experience working with a significant number of volunteers.
- Working knowledge of word processing software, spreadsheets, customer relationship management databases, intermediate to advanced computer skills, and the ability to use the internet. Ability to manage competently Google Docs and other information-sharing platforms is required.
- Ability to communicate effectively with diverse group of constituents. Familiarity with the Four Corners region is preferred.
- Passion for the qualities that make this region unique.

**Preferred Experience, Skills or Abilities:**

- At least four years of experience in either a commercial or non-profit media environment. Ideally, the next ED will have a track record as an effective leader in this environment.
- Knowledge of and/or experience with the technical aspects of operating a radio station, including traditional broadcast and digital distribution of content.
- Prior experience working with Salesforce.

**Essential Competencies and Characteristics**

- Positive attitude
- Inspirational
- Well-organized
- Prompt
- Creative and clear communicator
- Charismatic
- Collaborative
- Team leader
- Understands the importance of local and national news
- Passionate about radio and Theatre initiatives
- Attuned to the diverse components of the listening community and audiences
- Shared vision
- Objective and logical decision-making ability
- Finds ways to motivate staff that are positive and truthful. Addresses negative issues as positively and as quickly as possible.
- Able to work through problems and develop effective solutions. Uses reason, even when dealing with emotional topics.
- Able to accomplish goals and objectives without continual supervision.
- Impeccable personal and professional ethics.
- Embraces and inspires innovation, creativity, and collaboration.
- Abundant and infectious energy and enthusiasm.
- Sense of humor

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## **WORK ENVIRONMENT AND PHYSICAL DEMANDS**

The work environment and physical demands described below are representative of those an employee encounters while performing the essential functions of this position. Reasonable accommodations may be made to enable those with disabilities to perform the essential functions. While performing the duties of this position, the employee is generally inside in a quiet environment. Some tasks will be out of doors.

The physical demands include the following:

- Ability to lift or move up to 20 pounds with occasional need to lift up to 50 pounds.
- Use of computer keyboard and telephone unassisted.
- Effective verbal and hearing abilities.
- Vision ability including: close vision, distance vision, peripheral vision, depth perception, and ability to focus.
- Ability to drive a motor vehicle for travel to training, appointments, meetings and events.
- Ability to sit; use hands for computer and office duties; stand for presentations.
- Ability to navigate multiple floors using stairwells.

## **FOR MORE INFORMATION, PLEASE CONTACT:**

KSJD Executive Director Applicant  
Attn: Community Radio Project Search Committee  
P.O. Box 758  
Mancos, Colorado 81328  
Email: [edsearch@ksjd.org](mailto:edsearch@ksjd.org)

No phone calls please.

## **TO APPLY:**

In order to apply, please submit the following to [edsearch@ksjd.org](mailto:edsearch@ksjd.org):

- Cover letter addressing the following questions:
  - What are the innate qualities you would bring to Community Radio Project?
  - What past experience qualifies you to manage Community Radio Project?
  - What work habits would enhance your ability to lead Community Radio Project?
- Resume
- At least three professional references

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