

Vermont Public Radio

Job Title: Managing Producer - VPRCL
Department: Programming and Production
Functional Area: VPR Classical
Reports To: Director of Programming and Production
FLSA Status: Exempt
Prepared Date: Feb 5, 2014
Edit #2 Date:
Approved Date:

SUMMARY: The Managing Producer of VPR Classical will supervise the department and guide VPR Classical’s mission. They will organize departmental strategic projects, host an air shift and oversee management of the music library. They will also produce membership drives for VPR Classical, advance digital initiatives, and bring their enthusiasm for music to social media and community engagement.

ESSENTIAL ROLES

1. Supervise classical department
2. Guide VPR Classical mission
3. Organize departmental strategic projects
4. Oversee management of music library
5. Host a daily air shift.
6. Produce membership drives on VPR Classical

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

Essential Duties and Responsibilities	Minimum Requirements	Excellence in this Position
Support VPR’s Strategic Plan	Be familiar with the plan and keep the department focused on the outcomes. Benchmarks for execution are met.	Strategic goals are met before the deadline and/or exceeded.
Work with the Senior VP of Content and the Program Director to guide the station’s mission.	Maintain a ‘music personality’ for the station that is dynamic, diverse and educational, while adhering to our music philosophy. Listeners hear a balance of familiar and new music that is uplifting and inspiring. Plays a leadership role in VPR’s Sound of Station best practices. Recommendations for change are followed through. Work with the Senior Music host in selecting special network programs and program schedule adjustments.	VPRCL audience shows measurable growth. Annual Sound of Station inventory reflects current practices and innovation in programming.

Essential Duties and Responsibilities	Minimum Requirements	Excellence in this Position
Supervise staff	<p>Set individual goals, monitor time sheets and PTO, evaluate performance.</p> <p>Staff receives clear direction, appreciation and constructive coaching.</p> <p>Staff works together as a team and strives for consistent excellence.</p> <p>Voice tracking is used to improve efficiency of time spent.</p> <p>Makes recommendations to Director of Programming that will improve efficiency of the department.</p>	<p>Department exceeds goals. Air shifts, projects and production are consistently excellent.</p> <p>Staff brings creativity, humor and fun to special projects and to reach out to diverse audiences, particularly new and young listeners.</p> <p>Locally hosted hours are expanded.</p>
Organize departmental strategic projects.	<p>Initiate, plan and execute local programming specials that are entertaining and informative.</p> <p>Work with the Manager of Community Engagement, Program Director and staff on listener engagement activities and events.</p> <p>Work with staff in using project management best practices.</p>	<p>Programs prompt listener response and appreciation.</p> <p>Engagement activities reach out to a diversity of regions and listener demographics.</p> <p>Staff manage their own individual and team projects successfully.</p>
Oversee management of the music library	<p>Categorize Music Master database for best play time and frequency. Database is kept up to date.</p> <p>Manage intake of new releases and purchase music as necessary.</p> <p>Supervise digitization of music library, setting and meeting benchmarks for growth.</p> <p>Exhibit competence in Composer II and trains and assists staff in using the interface successfully.</p>	The library is kept current
Air shift.	<p>Prepare content in advance incorporating timely elements (concert tie-ins, anniversaries, recent passings, etc.) Delivery is confident, conversational and friendly.</p> <p>Meets the required VPR standards for all Board Operators.</p>	Shift sets the standard for VPR's Classical Music Philosophy and Sound of Station. Time spent listening (TSL) and measurable loyalty is consistently strong.

Essential Duties and Responsibilities	Minimum Requirements	Excellence in this Position
<p>Membership Drive Producer – Classical</p>	<p>Member of the Pledge Drive Planning Team.</p> <p>Understand and execute defined drive strategies.</p> <p>Research successful music station strategies.</p> <p>Coordinate planning and work flow with the Director of Programming and VPR News Pledge Drive Producer.</p> <p>Create pitch material, including text and audio that informs, entertains, and compels listeners.</p> <p>Participate in coaching Classical staff.</p>	<p>Comes prepared with creative suggestions for improving the efficiency and effectiveness of pledge drives for VPR Classical across all platforms.</p> <p>Drives stand out from regular programming.</p>
<p>Represents VPR Classical in the community.</p>	<p>Give informative and entertaining pre-concert talks and represent the station as assigned at our media sponsor events. Is an enthusiastic and outgoing participant in VPR listener and donor events.</p> <p>Understand and adhere to VPR’s Ethics Policy and Social Media Policy in all public interactions.</p>	<p>Develops and maintains a diverse network of relationships in the regional music community and is a respected, sought-out representative of VPR.</p>
<p>Advances VPR Classical digital initiatives and utilizes all media platforms to promote and support programming and outreach.</p>	<p>Understand and adhere to VPR’s style guide, Core Publisher SOP and audio production standards.</p> <p>Assist in the writing and production of broadcast promos.</p> <p>Create, edit, organize and schedule content for VPR.net, social networks and mobile applications that generates measurable engagement. Guide staff in doing the same.</p> <p>Participate in VPR workshops and training to keep skills current and in line with VPR’s strategic goals.</p>	<p>Strategic plan goals are met and new initiatives give VPRCL a strong digital presence.</p>
<p>Represents VPR and continues to grow through participation in professional organizations.</p>	<p>Attends Public Radio Program Directors’ Conference and other conferences as appropriate</p>	<p>Develops and maintains an excellent network of relationships in the public radio system.</p>

Essential Duties and Responsibilities	Minimum Requirements	Excellence in this Position
Serves as a member of VPR's Management Team.	Work effectively with peers on projects impacting the organization. Coordinate department activities to align with those of other departments as needed.	Has a broad understanding of all of VPR's departments sufficient to collaborate effectively, and ensure excellent communication and teamwork. Respected by colleagues as an effective communicator and team player.
Develops personal skills and characteristics that model what is desired in all employees.	Demonstrate a high level of commitment and dedication to the mission and continuous improvement of VPR, a high level of energy, and an obvious enthusiasm for the work of VPR.	Consistently acts with the highest standards of journalism, business ethics, and personal integrity. Serves as an excellent ambassador for VPR, both formally and informally. Helps listeners and potential listeners connect with VPR.
Involved in ongoing professional development for the benefit of VPR.	Participates in seminars and workshops to advance managerial skills and music knowledge.	Ongoing professional development is a priority and is seen as a model by other staff.

EXCELLENCE IN THIS ORGANIZATION includes the following:

1. A high level of commitment and dedication to the mission of VPR and public radio. Personally volunteers support for public radio – either financially or in other ways.
2. A high level of energy. An obvious enthusiasm for the work of VPR. Outgoing, friendly with co-workers, and demonstrates an appropriate sense of humor.
3. Acting consistently with the highest standards of journalism, business ethics and personal integrity. Preserving confidentiality appropriately. Stewarding resources with prudence and accountability.
4. Serving as an excellent ambassador for VPR, both formally and informally. Helping listeners, potential listeners, and donors connect with VPR. Holding leadership positions in the community on boards, committees, and through general volunteer opportunities in accordance with VPR's Code of Integrity and Outside Engagement policies.
5. Facilitating excellent communications across departments, among employees, with the Board, with the public, with relevant national organizations, and with suppliers. Fostering open and candid relationships with VPR listeners and contributors. Managing conflict constructively.
6. 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.
7. Effectively working to strengthen the public radio community nationally. Being recognized by peers for knowledge of the craft, demonstrated expertise and success, and commitment to the cause. Holding leadership positions in national organizations involved with public radio. Bringing increased opportunities to VPR as a byproduct of these efforts.
8. Expressing consistent, high performance expectations for themselves, their department, VPR's leadership, and VPR. With staff: helping them develop a high level of commitment to their mission and excellent teamwork. Helping develop employee skills and abilities, mentoring well, and helping employees realize

their professional goals. To the extent possible, helping develop the next generation of leadership at VPR and creating a viable succession plan for their department. Attracting and retaining great employees.

9. Developing a broad understanding of all of VPR's departments sufficient to collaborate effectively with peers, ensure excellent communication and teamwork among departments, contribute significantly to VPR's general management, and help other managers do their jobs more effectively in accordance with VPR's Code of Integrity and Outside Engagement Policies.

SUPERVISORY RESPONSIBILITIES:

Supervises department team.

POSITION REQUIREMENTS:

Education and Experience: Bachelor's degree and at least 3 years on air experience and 2 years of supervisory or managerial experience.

Essential Skills: The ideal candidate will possess a comprehensive knowledge, familiarity with classical music's history and discography, awareness of current trends in classical music, eagerness to participate in the classical community, and sharp focus on the classical listener. He/she will have an engaging and informative on-air style, one which will carry through into social media and community outreach activities. Strong organizational and interpersonal skills and a demonstrated ability to work collaboratively are required. Familiarity with Music Master, and audio editing experience a plus.

Physical Demands: While performing the duties of this job, the employee is regularly to talk, hear, walk, sit for extended periods, travel, and occasionally stand, use hands to feel and hold, and reach with hands and arms. The employee must occasionally lift and/or move up to ten pounds. Specific vision abilities required by this job include close vision and ability to adjust focus. The work environment is usually an office and is usually quiet. (The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. 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.