

Vermont Public Radio

Job Title: Director of Programming & Production
Department: Content
Reports To: Senior Vice President
FLSA Status: Exempt
Date: June 2018

SUMMARY

The Director of Programming and Production supervises the day-to-day programming of the VPR news network and manages the sound of the station for broadcast and streaming channels. The Director helps to lead the evolution of audio at VPR for broadcast and digital experiences. The Director is the lead person on promotional campaigns for national and local programming and plays a key role in the programming and execution of membership drives. The director ensures that the programming is conducted in accordance with the station's strategic plan and FCC regulations.

ESSENTIAL ROLES

- Develops and implements the broadcast schedule for national and local programs
- Oversees the overall sound of the news network for broadcast and digital streams
- Engages the public through coordination of Community Forum
- Advances audience development and growth through interpretation of metrics and feedback
- Takes leading role in programming membership drives
- Conducts station air-checks
- Oversees budget
- Oversees producers, announcers and audio engineers

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

Essential Responsibilities	Outcomes
Guides implementation of the outputs that fulfill the strategies and intended results of the VPR strategic plan.	VPR's programming is consistent with the vision, mission and strategies of the strategic plan.
Develops and updates the broadcast schedule in cooperation with the Senior VP for maximum public service according to the strategic plan.	Listeners value the programming and respond with increased listening.
Programs news network for state, national and international breaking news, specifically NPR special coverage.	Listeners receive the latest news and look to VPR for essential and trusted source for immediate developments and NPR special coverage.

Directs the overall sound of station, including creation and oversight of promos, campaigns, and station IDs as well as internal messaging in digital programs, such as podcasts.	VPR is recognized as a network quality station and the sound of the station supports the core values of public radio. Announcers receive regular airchecks
Coordinates VPR's Community Forum.	Oversees the Community Forum meetings to receive programming feedback.
Leads and schedules promotional efforts and local and national campaigns.	Listeners and users have a high awareness of programming and promotional messages.
Has key role in programming of membership drives.	Advances best practices for membership drive sound and takes an active role over the air and behind the scenes to achieve the goals of the drive
Develops and collaborates on local programming segments such as Rumblestrip and Outdoor Radio.	National programming is supplemented with local programming in accordance with the strategic plan
Oversees the NPR programming clock and changes to the clock nationally and locally.	Listeners have a consistent experience that blends local and national news and weather consistently.
Oversees station weather service and collaboration with the Fairbanks Museum.	Keeps weather service up to date regarding listener needs.
Conducts air checks for station hosts and announcers	VPR's sound is professional and consistent across days and dayparts and serves the listeners well.
Actively participates in the Content Supervisors team and demonstrates collaboration.	Contributes to communication, planning and management of projects that cross supervisory lines with other content departments.
Manages departmental budget.	Prepares timely budget item projections and controls expenses effectively.

Monitors and interprets audience research, trends and feedback.	VPR content is perceived as serving the public interest at the highest level.
Has knowledge of broadcast rights and libel.	Broadcast programs comply with relevant FCC and journalistic ethics and laws.
Keeps abreast of trends in delivery of news to audiences, attends conferences.	VPR audiences are well-served in the way they wish to receive broadcast and digital content.
Is the main contact with program distributors such as NPR, PRI, PRX, APM and local independents.	Decisions about programming are well planned and executed in concert with the Senior VP.
Responsible for employing the highest standards of journalism, business ethics, and personal integrity.	People value VPR for its accuracy and integrity.

EXCELLENCE IN THIS POSITION

In addition to the above outcomes, excellence also includes the following:

1. A high level of commitment and dedication to the mission vision of VPR and public radio.
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 and users and donors connect with VPR.
5. Facilitating excellent communications across departments, among employees, and with the public. 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. Expressing consistent, high performance expectations for themselves, the program, their department, VPR's leadership, and VPR.

8. 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.

SUPERVISORY RESPONSIBILITIES

Directly supervises members of the Programming and Production staff.

POSITION REQUIREMENTS

Experience: At least five years' experience in public radio programming and supervision.

Essential Skills: High level knowledge of public radio programming and relevant broadcast and digital systems and technology. Knowledge of journalistic principles and standards. Excellent organizational, communications (written and verbal), and interpersonal skills required. Demonstrated ability to work collaboratively. Ability to work under strict deadline conditions.

Physical Demands: While performing the duties of this job, the employee is regularly to talk, hear, walk, sit for extended periods, travel, occasionally stand, use hands to feel and hold, and reach with hands and arms. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision and ability to adjust focus. Hearing is required. The ability to travel, both by driving and flying, is necessary. The work environment is usually an office and is usually quiet, but may vary substantially if individual is covering news events. (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.