

Program Director - Job Description

Job Title: Program Director

Reports to: Vice President, Content

Purpose: Plans, coordinates and directs the programming and broadcast sound of WBGO FM in keeping with WBGO standards. Collaborates with digital content team to coordinate content across platforms. Requires working knowledge or better of radio, jazz music, news and public media. Develops and manages content resources including personnel, and locally and nationally generated materials. Motivates the programming staff to ‘THINK AUDIENCE’.

1. Oversees the vision and scheduling of locally-originated and syndicated programming across WBGO distribution platforms to maximize audience reach and community service, as well as the development, production and broadcast of other programming; creates and auditions new programming; auditions, air checks and evaluates existing programming on an ongoing basis. Works with WBGO senior management to optimize the station’s work on all broadcast and digital platforms and to evaluate its appropriateness and effectiveness
2. Evaluates materials prior to broadcast for accuracy, quality and adherence to local and federal guidelines; maintains quality control of broadcast material.
3. Hires, supervises and motivates content development, production and Traffic staff; completes annual staff performance evaluations; provides regular and consistent feedback (in both group and one-on-one meetings) to staff on their individual performances and department goals. Provides appropriate staff training, when needed.
4. Takes an active role in talent development and mentoring
5. Possesses knowledge of FCC broadcast rules and procedures including Public File administration.
6. Reviews and evaluates audience research data in making content decisions and presents analysis regularly to internal constituents.
7. Develops and maintains an annual budget.
8. Develops and recommends station content goals, strategy and timetable for completion. Also, participates in the development of station goals, policies and procedures as an active member of the Strategic Planning Committee.
9. Serves as programming liaison with the Membership unit for on-air fundraising; develops and implements on-air fundraising program strategies; assigns and supervises staff for fundraising activities.
10. Works collaboratively with all departments

11. Serves as liaison between WBGO and local, state, regional, national and international programming entities including NPR when appropriate.
12. Provides specific programming information in an accurate and timely manner to all WBGO departments and to the WBGO Board of Trustees.
13. Communicates regularly and professionally with the President and CEO and other staff members on Programming and Content-related matters.
14. Answers programming-related listener mail and phone calls in a timely, courteous and professional manner.
15. Participates in WBGO's fundraising and special events activities.
16. Other duties, as assigned.

KNOWLEDGE, SKILLS AND PERSONAL ATTRIBUTES REQUIRED:

1. Fluency in production and audience research techniques, procedures and standards. Must be literate in new media strategies and systems, including online research metrics and practices.
2. Highly-developed oral and written communication, phone and grammar skills. Must be able to manage multiple projects simultaneously in a fast-paced environment.
3. Above average proficiency in programming techniques, procedures and standards.
4. Skilled in supervisory practices and principles, especially as they relate to supervising and motivating broadcast announcers.
5. Above average jazz interest and literacy with the ability to communicate with lay and professional audiences about WBGO's commitment to jazz and programming philosophy.
6. Above average skill in both oral and written communication.
7. Prior progressively responsible, senior-level experience in non-commercial and/or commercial media highly desired.

Application instructions:

Please submit letter and resume to dtallacksen@wbgo.org.

WBGO, Jazz 88.3 FM provides Equal Employment Opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics.