

Program Director

Before we get underway, here are a few routine questions: Are you authentic, a great storyteller, or passionate and knowledgeable about listener-supported radio? If so, keep reading.

Position Summary: The Program Director is a leadership and operations role responsible for heading and managing all aspects of KPFA's mission, including talent, content creation, programming, and online presence. A successful candidate will oversee, schedule, and create public affairs, music programs, and website content. The Program Director also identifies, recruits, and coaches on-air talent to grow our audiences and revenue. This position requires a self-starter who can work collaboratively and independently and possesses strong interpersonal and time-management skills. A successful candidate will have a strong commitment to and passion for KPFA's mission, vision and values. The Program Director reports to the General Manager.

Essential Duties Include:

- Plan and oversee the station's on-air experience, including tone, programming, production, sound and theme, website, online presence, and social media.
- Plan each day's radio programming and provide the radio DJ, audio engineer or board operator direction on content.
- Direct and monitor the station's programming and activities in accordance with FCC rules, regulations, KPFA and Pacifica policies, and applicable federal, state, and local laws. Protect the station license.
- Recruit, hire, supervise, regularly evaluate and coach on-air talent and producers. Ensure staff has taken, passed, and maintained all company programs, plans, and training.
- Attract and grow audience and revenue, and regularly assess progress toward goals.
- Prepare periodic station reports of programming activities, special broadcasts and programming changes to be presented to the Local Station Board, Listeners and Staff.
- Prepare and manage the Programming Department's yearly budget.

Station Promotion:

- Provides strategic leadership in designing and implementing strategies to increase KPFA's audience.
- Defines and regularly assesses Social Media, including overall strategy, proposed activities, required resources, and goals.
- Executes personal and program-wide institutional efforts that identify, assess, cultivate, solicit, and steward relationships with other media organizations.
- Coordinate with the Development Dept to plan and execute marketing, promotions, events, and image campaigns.
- Clearly and professionally articulates KPFA's vision to listeners; prepares written proposals and informational materials.



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Organizational & Supervisory Responsibilities:

- Works closely with direct reports to plan, guide, and execute professional development plans and opportunities; sets clear, achievable, and measurable goals for individual performance; provides frequent and constructive feedback; and holds staff accountable to themselves, the team, and KPFA.
- Actively participates in our workplace culture, which honors the vital role our volunteers and employees play in KPFA's life. Collaborates across teams and departments to steward a healthy and productive work environment

Requirements

Education & Experience: Bachelor's degree with an emphasis on communication and journalism or five years of experience in the field; excellent on-air performance and familiarity with radio programming. Appreciation of diverse music genres is a plus.

Required Experience

- Ability to inspire innovation, to articulate programming vision and engender internal and external support.
- Ability to handle and protect sensitive, confidential material.
- Extensive knowledge of FCC broadcast rules and regulations.
- Experience using tools to gather and analyze rating data.
- Knowledge of social media platforms, understanding of analytics, experience with social media management tools, and understanding of digital marketing.
- Strong self-motivation in carrying out responsibilities, organizing and prioritizing multiple tasks, delegating tasks and responsibilities, and meeting deadlines
- Flexible, creative, and innovative in using technology to deepen listener relationships.
- Sound judgment and quality decision-making skills, ability to think both tactically and strategically.
- Proven experience recruiting, retaining, and leading dynamic and talented people to build superior, inclusive teams.
- Proven experience in successfully directing and managing teams, including setting, motivating, and achieving individual and departmental goals, mentoring, coaching and managing performance for all team members, and facilitating communication between teammates with different styles.
- Ability to work cross-departmentally, facilitating cooperation between teams and leading by example to ensure alignment on organization-wide goals.
- Experience building community and conducting outreach on behalf of an organization.
- Experience incorporating the perspectives of multiple communities, including communities of color.
- An understanding of the concepts of institutional and structural racism and bias and their impact on under-invited communities, either through lived experience and/or training and education.
- Commitment to advancing justice and equity in media.
- Excellent interpersonal, presentation, relationship-building, and written and verbal communication skills for various audiences, specifically racially, ethnically, and socioeconomically diverse communities.



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- Demonstrated ability to work effectively in teams, provide consistent, high-quality service to various internal and external constituents, and adapt communication style to multiple cultural environments.
- Demonstrated ability to maintain a professional demeanor, especially in a fast-paced environment of constant demands and frequent interruptions.
- Demonstrated ability to work effectively with people of diverse backgrounds, promote a
 positive working environment and spirit of cooperation, and react positively to change
 and conflict resolution.
- Deep knowledge, appreciation, and understanding of KPFA's programming and mission.
- Must be able to work an irregular schedule, including evenings or weekends as needed and additional hours during peak times or as required.
- Valid Driver's License, as minimal local travel is required for night and weekend.
- Prior experience as a broadcaster in news, music, or producing programs or podcasts preferred.
- Prior experience as a Program Director or Assistant Program Director is preferred.

Physical Requirements: Long periods of being in a stationary position, operating a computer and other office equipment, frequently moving to and from various work areas, often communicating by phone, email, and Google Meet.

Working Conditions: This position requires one to work in the station at least four days a week.

Compensation & Benefits: Exempt Full-Time, Management position. \$60,000 to \$70,000 annually depending on experience. Employer-paid (up to all-family) medical and dental benefits. 403B retirement available with up to 4% employer match. Generous vacation, sick and holiday leave package.

How to Apply: Please submit your resume, cover letter and a brief response (no more than 500 words) to this question "If you could accomplish one goal for KPFA, what would that be?" as three pdf attachments to jobs@kpfa.org by December 9, 2024 at 9 AM.

The Pacifica Foundation/KPFA is an equal opportunity employer and will not tolerate discrimination in employment on the basis of race, color, age, sex, sexual orientation, gender identity or expression, religion, disability, ethnicity, national origin, marital status, protected veteran status, genetic information, or any other legally protected classification or status.