



## 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.





