



## Chief Operating Officer and Senior Vice President of Education and Career

### *Position Description and Performance Expectations*

**Effective Date:** May 1, 2019  
**Classification:** Full Time Exempt  
**Responsible to:** President/CEO

*The position summary describes current duties and responsibilities for which the employee will be held accountable and evaluated upon. Job duties and responsibilities below may change from time to time, at the sole discretion of the organization, as other needs may arise.*

#### **General Description:**

Serving at the direction of the President/CEO, this position oversees the daily operations of the station using a project management approach to ensure that all departments are functioning in a coordinated fashion to meet the station's strategic goals, objectives, and vision. An ideal candidate will have excellent oral, written, and inter-personal skills and be able to use data to make informed decisions. This candidate will coordinate the work of all departments to operationalize the vision of Valley PBS and to ensure the timely development and implementation of all projects. This position is also responsible for developing, implementing, and overseeing Career Technical programs that reflect changing regional workforce needs, increase viewer engagement, and produce additional revenue sources for the station. The successful candidate will work with the VP of News & Content to develop a business and marketing strategy that leverages content across multiple media platforms and engages audiences across the Central San Joaquin Valley. This position will work to empower creativity and excellence at every level of the organization and will help ValleyPBS grow while serving the needs of the community.

#### **Essential Functions:**

- Conduct organizational needs assessments, identify institutional objectives, design strategic plan, implement strategies, monitor key performance indicators, and achieve desired outcomes.
- Coordinate the work of the various departments to ensure the smooth daily functioning of the station.
- Provide short- and long-range planning, direction, and budgetary management.
- Supervise and manage department staff and contractors on daily tasks to insure departmental goals and objectives are met while adhering to policies and procedures.
- Create new Career Technical Education programs, workforce initiatives, and credentialing opportunities that promote viewer engagement and meet regional workforce needs.
- Support the development of proposals and budgets to meet fundraising goals.
- Hire, train, and schedule, and evaluate instructors.
- Assess student learning outcomes as they relate to courses and programs in order to determine the effectiveness of student learning.
- Design and provide professional development activities for instructors and staff.

- Provide sustained leadership in curriculum and program improvement through program review, evaluation and revision.
- Provide leadership to assist instructors with the development of online classes, hybrid, distance learning.
- Monitor enrollment and make adjustments to classes according to enrollment trends and fiscal realities.
- Establish and maintain partnerships with local K-12 schools, CSUs, UCs, business and community-based organizations that promote and benefit the programs of the station.
- Serve in a representative capacity on local boards, committees, and councils for the purpose of promoting and recruiting industry partnerships for station programs.
- Coordinate effective working relationships with employers of various industry sectors, local adult education consortia, regional Strong Workforce consortia, local workforce boards, community colleges, and other emerging local, regional, and state boards, committees, consortia, and initiatives.
- Develop and manage business, industry, and governmental relationships, identifying client's strategic priorities and interests, providing instructional programs, selling or upselling programs and services, and maintaining positive, long-term relationships with business, industry, and government leaders and staff.
- Ensure academic integrity of station's educational programs.
- Implement and oversee technical and vocational classes for Community Education.
- Develop, implement and oversee general and post-baccalaureate certificate programs, online offerings, and special programs including credential programs, certifications, and apprenticeship programs.

### **Accountabilities**

- Manage time and resources to effectively and efficiently meet the stations strategic objectives.
- Understand viewer needs, interests, and motivations.
- Understand labor market data, industry workforce needs, and educational program development strategies.
- Strategic thinking and planning to help advance the organization.
- Show net profitability for projects after accounting for both hard and soft costs.
- Cooperative, professional and diplomatic attitude with staff, partners, supporters, volunteers and vendors.
- Bring a variety of individual knowledge, skills, industry contacts, and talents to the role. Utilize these talents to develop and train staff and interns.
- Create/maintain strong relationships with clients.
- Maintain strong network of industry contacts.
- Represent ValleyPBS in a cordial, professional manner.
- Promote teamwork and collaboration.
- Consistent dependability in attendance and effective utilization of time.
- Ability to travel and work a flexible schedule, including occasional long hours.
- Participate in station events, when requested.
- Protect confidential information.

### **Qualifications, Capabilities and Competencies**

- Master's Degree in Education (doctorate preferred).
- A minimum of 7 years of experience in the educational field with demonstrated ability and knowledge of educational program development.
- Management experience and demonstrated leadership in holding teams accountable.
- Ability to prioritize effectively across multiple projects.
- Strong financial acumen.
- Advanced analytical skills. Attention to detail.

- Strong leadership, management communication, and organizational skills.
- Highly creative and excellent oral, presentation and written skills.
- Ability to work at a fast pace, calmly and effectively under stressful situations and tight deadlines.
- Enthusiasm for community, storytelling and supervising others.
- Professional networking skills.
- Knowledge of FCC, CPB, PBS regulatory requirements, a plus.
- Strong interpersonal communication and customer service skills.
- Excellent computer skills including Microsoft Office programs.

Successful candidates will be required to provide documentation of credentials. Candidate will need to successfully pass a background check, which may include drug testing. A valid CA driver's license is also required, with clean DMV record.

**Other:**

The statements contained in this job description reflect general details as necessary to describe the principal functions of this job, the level of knowledge and skill typically required and the scope of responsibility. It should not be considered an all-inclusive listing of working requirements. Individuals may perform duties as assigned, including work in other functional areas to cover absences, as relief, to equalize peak work periods or otherwise balance the workload.

Salary commensurate with experience.

**About ValleyPBS**

ValleyPBS is a non-commercial, educational, community licensee, and the sole-service provider of free over-the-air PBS and other programming to California's Central San Joaquin Valley from Merced to Bakersfield, serving a population of roughly 2.5 million.

**How to Apply:**

Applications will be accepted and reviewed until the position is filled. Please include:

1. Cover letter describing why you feel you are best suited for this position and your long-term career goals.
2. A fully completed ValleyPBS application form, which can be found at [valleypbs.org/employment](http://valleypbs.org/employment).
3. Resume.
4. To fulfill FCC requirements, the name of the recruitment source where you learned about this position.

Direct application materials to:

Kadidia Cooper

Executive VP/CFO

ValleyPBS

1544 Van Ness Ave.

Fresno, CA 93721

Or by email to: [kcooper@valleypbs.org](mailto:kcooper@valleypbs.org)

No phone calls please.

**Deadline Date:** Upon completion of hire.