



Vice President of News and Content

Position Description and Performance Expectations

Effective Date: April 2019
Classification: Salaried/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

ValleyPBS seeks a creative, self-starting candidate for the position of Vice President of News and Content, responsible for the overall quality and success of the station's local productions and for ensuring that final projects conform to the station's mission, strategic objectives and quality standards. The position oversees all aspects of the Production Department, managing department employees and independent contractors in day to day production activities, including underwriting and development spots and other interstitial materials, field shoots, long and short format production, specials, etc. All content quality will be the responsibility of this position. This position will raise production funding and secure grants. The candidate will use their education to take a holistic approach in developing a programming schedule that inspires education from cradle through career. The successful candidate will work with the CEO 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.

Essential Functions

- Develop a comprehensive multi-platform strategy to attract, grow and engage audiences in PBS national and local programming.
- Produce local content that creatively reflects the needs and interests of the Central San Joaquin Valley.
- Develop ValleyPBS as the long-form story teller in the Central Valley and beyond.
- Develop new show ideas and partnerships.
- Provide short- and long-range planning, direction, and budgetary management.
- Ensure on-air content excellence for breaks and local program productions.
- Supervise and manage department staff and contractors on daily tasks to ensure departmental goals and objectives are met while adhering to policies and procedures.

- Assign production work and manage content flow to consistently meet deadlines.
- Support the development of proposals and budgets to meet fundraising goals.
- Meet production deliverables, timelines and financial goals.
- Assist in the creation and oversight of station brand strategy.
- Assist in increasing station revenue through production services.

Accountabilities

- Strategic thinking and planning to help advance the organization.
- Manage time and resources according to each production's requirements.
- Understand viewer needs, interests, and motivations.
- Strategic thinking and planning to help advance the organization.
- Cooperative, professional and diplomatic attitude with staff, partners, supporters, volunteers and vendors.
- Collaborate with Development and other department staff to promote projects and secure funding.
- Develop additional revenue sources.
- Show net profitability for projects after accounting for both hard and soft costs.
- 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

- Bachelor's degree required, Master's degree preferred.
- Advanced degree in Education preferred.
- A minimum of 7 years of experience in broadcast/video production or journalism.
- Broadcast news experience.
- Experience developing new shows and specials.
- Experience managing a creative team that includes video production.
- Knowledge of journalistic ethics and best practices.
- Ability to prioritize effectively across multiple projects.
- Advanced analytical skills. Attention to detail.
- Strong leadership, management and organizational skills.
- Experience in non-profit public service agencies, higher education or public broadcasting.
- 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.
- Experience in production management including concept creation, scriptwriting, guest scheduling, location scouting and field shoots.
- Experience working with diverse and multicultural communities.
- Knowledge of FCC, CPB, PBS regulatory requirements, a plus.

- Strong interpersonal communication and customer service skills.
- Excellent computer skills including Microsoft Office programs, word processing, spreadsheets, databases. Proficient and efficient usage of software provided to complete job responsibilities.
- Knowledge of non-linear editing a plus.
- On-air television experience or public speaking, a plus.
- Must be sighted and have good hearing.
- Must be able to reach, bend, stoop, climb and lift up to 25 pounds, among other physical activities.

Successful candidate will be required to provide documentation of credentials. Candidate must 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.
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

No phone calls please.

Deadline Date: Upon completion of hire.

