

Vice President, Content & Community Engagement

Overview

WMHT Educational Telecommunications, a full service public media company serving eastern New York and Western New England seeks an experienced professional to develop programs and services to serve the community. The Vice President will lead a talented and newly integrated team including multi-media producers, education and community engagement professionals, and digital and social media experts, and have overall responsibility for original video production, educational services, community engagement and WMHT's online and digital presence.

Qualifications

The successful candidate will have a work history that includes experience in a senior leadership position, a deep commitment to community, excellent communication skills, an entrepreneurial spirit, and demonstrated skills in building partnerships across disciplines and organizations. The ability to assemble, motivate and lead a staff in the conception and development of programs across many platforms is imperative as is the desire to play an active and visible role in the community. Comfort with digital communication and production should complement these skills. These skills may have been developed in a media environment, or other organization that shares our commitment to the community.

Together the staff and management of WMHT have developed the profile of the ideal candidate. We will consider and select from candidates who most clearly demonstrate the following:

Passion:

A highly energetic person who is inspired by the direction and public service mission of WMHT and:

- Has authentic enthusiasm for and commitment to the heritage and future of WMHT, public media's potential and future, including as a source for local content and community engagement, and for developing and deploying new and innovative service delivery mechanisms;
- Communicates passion in a way that engages others and generates action by staff, the Board and the community, including potential funders.

Community Relationships:

A Key role for the Vice President will be represent the organization in the community and to develop partnerships that will enhance our community engagement and content development efforts. Therefore, a selected candidate will:

- Be an excellent listener, aware that a deep and authentic understanding of the needs of the community is essential for WMHT's success;
- Continue to grow WMHT's presence throughout the region;
- Have personal qualities the community can connect with and that will enable him or her to quickly become an active participant and recognized leader in the region;
- Have a high level of energy;
- Be comfortable and effective with a wide range of people, including at high levels (and being seen as peer) of civic leadership in the region; and
- Demonstrate a record of community engagement and collaboration, and of developing partnerships with individuals and organizations.

Creativity:

Is action-oriented, entrepreneurial and adaptable, with innovative approaches to programming and content development, and community engagement.

- Is personally creative and able to act on that creativity;
- Is a good learner, and is not risk-averse (though also knows when to stop an unsuccessful venture).

Vision:

In the context of the dramatic changes in technology, consumer behavior and our communities, display ability to project WMHT's (and our communities',) needs into the long-term future; see and understand future trends in media, in community engagement, in related fields and the world, and;

- Is a strategic thinker;
- Has a learning orientation, including demonstrated methods for gathering, assimilating and making meaning out of information about the changing media, technology and demographic landscape;
- Balances vision with doing;
- Is able to enroll others in working together to execute vision;
- Is well informed/capable of media & audience data analysis with ability to deploy the knowledge gained to achieve improvement goals.

Communication:

A persuasive and passionate communicator with outstanding interpersonal skills, skilled at managing conflict and able to inspire subordinates and coworkers, and:

- Have comfort with and command of the range of communication channels, including speaking, writing and social media;
- Is demonstrated to be a skillful listener;
- Is inspiring and respectful, connecting in a real way with people;
- Is an effective spokesperson for the organization;
- Possess group presentation skills (to teams, station staff, Board of Directors, public/community, industry gatherings, etc.).

Industry Knowledge:

Experienced, mission-driven leader who understands how dramatically media is changing, and can use their experience to continue to lead us through the transformation. Knowledge of and experience with media, trends in technology and consumption of media, including the digital transition, and:

- A high level of understanding of dynamics, issues and trends in media (including the need to continue to develop WMHT into an essential local institution) and ability to lead WMHT's content activity and community engagement in this area;
- Upholds mission and effectiveness focus for themselves and for the organization;
- Is technologically competent, comfortable with and aware of digital and social media, able to keep us abreast and increasingly effective with all different platforms and community engagement.

Team Management/Team Building:

Committed and effective manager of people, including supervising, developing and mentoring the WMHT staff. Highly engaged, experienced, respectful, results-oriented individual with a full set of business skills including:

- Mindset of an effective manager, including attention to detail;
- Have combination of personal characteristics such as comfort with self, warmth and strength necessary to continue to grow the alignment, effectiveness and enthusiasm of the group;
- Though engaged, not a micromanager;

- Is comfortable addressing conflict in a diplomatic manner;
- Holds him or herself to a high level of accountability and holds all in the organization to that same level of accountability
- Financial Acumen: Experience with business aspects of managing a major area of a public media organization including developing and managing budgets;

Problem Solving and Decision Making:

Expert decision-maker, who:

- Has the ability to prioritize and determine significance of a particular issue, understands who to include in the problem-solving process, and knows what and how much information is needed;
- Is able to effectively analyze and use data in the decision-making process;
- Makes decisions in a timely matter;
- Is good at follow-through - clearly communicates decision, designs and administers effective execution, with appropriate pre-determined success measures and time-posts; and
- Has level of personal strength to stick by decisions and/or know when a change of direction is needed.

Integrity:

Our most important asset is the trust our audience and the people of our region have in our programming and in WMHT as an institution. The WMHT Chief Content Officer will:

- Be an ethical person of substance with strong self-awareness;
- Have clear, high standards for him or herself and others;
- Be honest with him or herself and others;
- Understand and practice confidentiality when necessary as well as organizational and financial transparency;
- Have personal characteristics and presence that generates trust;
- Understand and have commitment to journalistic independence, integrity, and ethics.

Resource Development:

Selected candidate will be excited about generating financial resources for WMHT, including:

- Demonstrated record of working collaboratively and effectively with fundraising/resource development colleagues to generate funding for projects;
- Have a track record of developing executed project ideas, including generating the funding for the project;
- Written successful funding proposals;
- Continue to manage and grow our contract production activity, including effectively balancing the team and resource effort required with the mission activity it helps fund.

TO APPLY:

WMHT is being assisted in this search by Livingston Associates. For consideration, please visit <http://liv.jobs/wmht-cco> and submit a resume, letter of introduction including your vision for the future of public media and why you will be the ideal person to lead the organization in achieving that vision as well as contact information for a minimum of 3 professional references.

Date for full consideration: February 5, 2017

Inquiries are welcome with Livingston Associates at (410) 243-1974.

WMHT Educational Telecommunications is an Equal Opportunity Employer M/F. Qualified veterans, women, minorities, and persons with disabilities are encouraged to apply.