Job Posting

Who We Are:

WTVS Detroit Public Television (DPTV) is the viewer-supported PBS member station serving the nation’s 11th largest television market. We operate Channels 56.1, 56.2 and 56.3, and are carried on cable and satellite systems throughout Southeast Michigan and over a thousand communities in Canada. We also operate WRCJ 90.9 FM, the classical and jazz radio station licensed to the Detroit Public Schools. Our vision is to educate, entertain and inspire, in partnership with our community.

DPTV is notably active in the community producing local programs that showcase arts, culture, news and analysis; and educational outreach campaigns that use the power of media to provide knowledge and understanding.

Detroit Public TV is built on relationships, and fosters the relationships it has with employees. We are committed to providing a creative and professional work environment with comprehensive benefits to support a positive work environment. We strive to maintain a diverse workplace representing the communities that we serve.

We are actively pursuing dynamic and diverse team members to join us in the role of Chief Operating Officer in Wixom, MI.

What You’ll Do:

Reporting to the Chief Executive Officer (CEO), the Chief Operating Officer (COO) is an integral member of the organization’s executive leadership team in fulfilling our mission to the communities we serve. The COO will have a blended role leading and managing the development and operations functions, ensuring effective integration and strong execution of each for optimized results. In coordination with other members of the executive leadership team, this person will contribute in setting, aligning and implementing the three year strategic plan and reporting progress to the organization’s Board of Trustees. The COO will lead in developing and maintaining business plans surrounding each of DPTV’s five strategic categories (Kids & Education, Energy & Environment, Arts & Culture, Leadership & Public Policy and Health & Wellness) that lead to success in achieving fundraising and development goals. He/she will lead and oversee the organization’s operational activities for broadcast, radio and project initiatives including local and national productions, technical operations, media platforms and communications. The COO will supervise five to six senior leaders as direct reports acting as an example and providing them coaching and support, setting high standards of performance and ensuring role clarity, focus and accountability.

Essential Functions:

Strategy

- Partner with the CEO and CFO on operational and strategic planning and execution; provide strategic recommendations based on development objectives, capacity analysis and projections, cost identification and allocation, and revenue and expense analysis.
- Implement and maintain a system for tracking and reporting on the progress of strategic plan implementation; ensure regular review of the strategic plan and revisions as necessary.
- Serve as a community liaison and station advocate building opportunities and relationships that will help expand the organization’s ability to serve the mission.
- Publicly represent DPTV with the media and external constituency groups including community, governmental, and private organizations and build excitement for our mission.
• Develop and lead station branding and marketing strategies to reach our community across relevant communication and media channels.

Revenue Development
• Establish a thorough understanding of each of the station’s revenue streams from individuals, corporations, foundations and government which are sourced through individual relationships, on-air pledge, membership, events, initiatives, facility/asset rentals and other channels.
• Lead the organization in business plans and product placement; educate the organization ensuring consistent messaging and branding.
• Strengthen the organization’s overall fundraising capacity to increase year over year revenue to support the station’s ability to deliver and expand positive impact in the community.
• Ensure accurate reporting and metrics of revenue development using Salesforce; analyze data to predict future performance and ensure achievement of revenue targets.
• Expand and diversify DPTV’s donor base and pipeline; work closely with team members to secure funding for new initiatives. Work closely with the Board of Trustees and support board members as they take on more active fundraising roles.
• Oversee research of funding sources and trends to position DPTV ahead of major funding changes or trends; ensure best practices for donor research, development systems, procedures, and ethics.
• Cultivate and expand existing relationships with funders and donors; monitor donor information and provide statistical analysis to senior leaders.
• Develop and steward relationships with local, regional and national funders; implement a stewardship program aimed at cultivating deeper ties with donors.

Operations Management
• Provide effective and inspiring leadership by being actively involved in all programs and services; earn trust, respect, and credibility through experience, confidence, mutual respect and humility.
• Lead continuous improvement efforts; identify opportunities for DPTV to leverage cross-program strengths to take advantage of new opportunities and/or to address organizational challenges.
• Prepare and submit an annual operating budget, manage effectively within this budget, and report accurately on progress made and challenges encountered.
• Ensure the continued financial viability of DPTV through sound fiscal management of operational budgets.
• Maintain disciplined processes driven by proven project management methods to ensure all aspects of a project to produce a service – branding, marketing and production – are coordinated.
• Oversee all aspects of productions – planning, partner development, funding, negotiating contracts, budgeting, technical requirements, logistics, etc.

Team Management
• Engage members of the management team to facilitate cross-department collaboration that ensures that solutions positively support DPTV’s evolving strategy, operational delivery, and data collection needs.
• Lead, coach, develop, and retain DPTV’s high-performance management team with an emphasis on developing capacity in strategic analysis, planning, process and project management and continuous improvement.
• Ensure ongoing development of staff through performance management, coaching, mentoring, and succession planning.

Skills:
• Analytical and decisive. Decision maker with the ability to prioritize and communicate to staff key objectives and tactics necessary to achieve organizational goals.
• Fundraising experience with the ability to engage a wide range of stakeholders and cultures.
• Strong written and verbal communication skills; a persuasive and passionate communicator with excellent public speaking skills; ability to influence and build a network of long-term relationships with potential donors.
• Action-oriented, entrepreneurial, flexible, and innovative approach to fundraising.
• Demonstrated ability to increase operational capacities and develop and implement operational processes and changes associated with those processes.
• Strong focus on process and project management.
• Negotiation skills, including leading collective bargaining and negotiating production deals.
• Represent priorities and vision of management and staff as an advocate and liaison facilitating two-way communications representing multiple viewpoints.
• Track record of effectively leading a complex array of programs with the ability to leverage strengths across program areas; excellent project management skills.
• Unique understanding and experience with Network level productions and program management skills.
• Unwavering commitment to quality programs and data-driven program evaluation.
• Strong technical acumen; ability to understand and lead broadcast equipment operations and support Technicians and Engineers.
• Passion, humility, integrity, positive attitude, mission-driven, and self-directed.

Qualifications:
• Bachelor degree in Business, Communications, or related field.
• Master’s degree in Business, Communications, or related field strongly preferred.
• 10+ years of experience with a track record of success in a development leadership role (managing and forging relationships, writing business plans and proposals, presenting, leading a sales/development team).
• 10+ years of experience in video production, large scale production planning including technical operations, production budgets, project logistics and partner negotiations.
• 5+ years of experience in union negotiations preferred.

What You’ll Get:
• Excellent benefits package that includes 403(b) employer match, medical, dental, vision and much more.
• Opportunities to participate in personal and professional development programs.
• Opportunities to serve our mission and community.
• Great work environment.
How to Apply:
Send resume and cover letter to:
HumanResources@dptv.org
Human Resources
WTVS Detroit Public Television
1 Clover Court
Wixom, MI 48393-2247
*No telephone calls or third parties. Please include the title of the position in the subject line of the email.

Posting Date: 11/15/2016

Detroit Public Television is an equal opportunity employer committed to a culturally diverse workforce. All qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, gender, sexual orientation, gender identity, age, disability status, marital status, military status, or protected veteran status. Employment decisions at Detroit Public Television will be based on merit, qualifications, and abilities. The specific statements above are not intended to be all inclusive.