

## **Job Posting News Director, Great Lakes Now**

### **Who We Are:**

Detroit Public Television (DPTV) is the non-commercial, viewer-supported PBS-member station watched by more than 1.5 million people in Detroit and Southeast Michigan and another 1.2 million people throughout Canada each week. Our vision is for a community in which people trust public media to help them discover new ideas, make informed decisions, and enjoy enriched lives.

DPTV offers the country's most watched 24/7 PBS Kids channel, along with favorite local and national arts and cultural programming and trusted news shows, such as PBS NewsHour. The station is engaged in the community using the power of media to provide knowledge and understanding that serve the local needs.

DPTV, a 501(c) 3 organization licensed to the Detroit Educational Television Foundation and governed by a volunteer board of trustees from the local business, civic, and cultural communities manages WRCJ 90.9 FM, Detroit's classical and jazz radio station, located in the Detroit School of Arts.

In addition to the main channel 56.1, the station also operates Detroit PBS Kids Channel, 56.2; CREATE 56.3 and The WORLD channel 56.4.

We are actively pursuing dynamic and diverse team members to join us in the role of News Director, Great Lakes Now in Detroit, MI.

### **What You'll Do:**

Through multi-year grants from multiple funders, Detroit Public Television's Great Lakes initiative provides daily content to the Great Lakes Now (GLN) website and social media portals from partner organizations as well as other original content produced by DPTV.

As part of DPTV's Detroit Bureau team, the News Director will oversee, maintain, write, report, and produce other content for the website, and contribute to DPTV's efforts and other deliverables related to the bureau, its partners, and its mission across a variety of platforms – on-air, online, and through social media.

### **Essential Functions**

- Develop report and produce multimedia features for GLN.org that cover Great Lakes-related news, events, and issues, and represent the GLN content-focus areas. There is an expectation that at least one feature will post each week on GLN.org authored by the News Director. The features will generally be journalistic in nature but adapted for digital presentation. Each feature may include:
  - Multimedia elements
  - Audience engagement elements
  - Cooperation with DPTV's digital, social media, and/or production teams.

- Coordinate, monitor and record daily content from GLN.org contributors. Ensure their work represents the GLN content-focus areas and multimedia/interactive elements.
- Assist Great Lakes Program Director and Great Lakes Now line producer(s) to coordinate video content and the video producers for Great Lakes Now broadcast program.
- Develop a Great Lakes “beat” of trusted sources to inform daily content.
- Maintain a deep and up-to-date knowledge of Great Lakes issues across multiple U.S. states and Canadian provinces.
- Contribute to the production of taped interviews and testimonials, both in studio and in the field, to create web and broadcast packages.
- Research, write and publish to the web.
- Evaluate and edit content submitted from third parties, including video, audio, visual, and written materials.
- Enlist support and coordinate social media and marketing of the bureau and its products within DPTV and among participating stations.
- Other duties as assigned.

### **Skills**

- Strong oral and written communication skills; including clear storytelling skills
- Excellent people skills, able to work effectively with other members of a team and other departments as well as with prospects and existing clients
- Ability to provide and receive constructive criticism to achieve high quality deliverables
- Ability to manage projects and resources effectively
- Ability to work independently under pressure with minimal supervision
- Ability to appropriately contribute creative ideas
- Excellent organizational ability with strong attention to details
- Ability to complete tasks within budget and time constraints and prepare necessary reports

### **Qualifications**

- Bachelor’s degree in Communications, Broadcast, Journalism, or related field of study or equivalent experience
- Strong writing and reporting skills as demonstrated on multiple platforms.
- Digital abilities or willingness to learn
- Ability to work a varied schedule
- Passion for the Great Lakes and the Great Lakes region
- Ability to travel locally and internationally (to Canada)

### **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](mailto: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: 1/9/2019

Detroit Educational Television Foundation, d/b/a Detroit Public Television and WRCJ 90.9 FM, 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.