



Director of Content Operations & Audience Development

WMUK 102.1 FM at Western Michigan University seeks a full time Director of Content Operations and Audience Development. For complete description, minimum requirements and application procedures, visit our website at: <http://www.wmich.edu/hr/jobs>. Posting #0605008. Only applications submitted through this site will be considered. WMU is an AA/EO employer. Minorities, women, veterans, individuals with disabilities and all other qualified individuals are encouraged to apply.

Position Description

WMUK 102.1 FM seeks a **Director of Content Operations & Audience Development (DCO)** to oversee broadcast, online and other content services that support WMUK's NPR news, information and culture-oriented mission, vision and identity across Southwest Michigan and Northern Indiana.

The primary goal of the DCO is to ensure WMUK is the regional NPR station of choice for a growing community of public radio listeners and supporters. The DCO will research, analyze and develop programming that engages listeners with compelling well-told stories, while expanding audiences. The DCO is part of the senior leadership team, overseeing all content acquisition, curation, creation, development, scheduling and distribution across all station platforms.

The DCO supervises our unified content team, including WMUK's News Department, on-air staff and volunteer hosts, providing an integrated approach to local news, information and arts content. In consultation with the General Manager (GM), the DCO provides broad content and format objectives as well as editorial support for the News Director / Managing Editor. The DCO further assists the GM in strategic programming direction and budget oversight.

In addition, the DCO serves as the keeper of our brand through quality control. This position oversees all aspects of the listener experience. With a focus on format, stationality, and consistent format execution the DCO will help coach and develop our talent to ratings success.

The DCO works collaboratively with all members of the WMUK senior leadership team, while reporting to and working closely with the General Manager to determine WMUK content priorities and strategies.

WMUK 102.1 FM is public radio for Western Michigan University and a founding NPR member station.

Primary Duties

- Responsible for driving audience growth for WMUK's FM and digital stations, as well as increasing user engagement on digital platforms.

- Supervises a unified content team, including WMUK's news department, on-air announcers, independent producers and volunteer hosts.
- Coordinates and administers a range of operational, scheduling and administrative activities in direct support of the delivery of 24-hour radio programming by all stations of WMUK.
- Leads the research, development, creation, acquisition, scheduling and evaluation of all programming and other content for WMUK's news, information and music services.
- Establishes and maintains a consistent sound, tone, and image across multiple platforms.
- Builds, develops, trains and supervises a creative, mission-driven team-oriented staff.
- Provides broad content objectives for News Department, while allowing the News Director / Managing Editor independence to make day-to-day editorial decisions about local news coverage.
- Directs and works with operational assistant(s) in support of technical operations for all WMUK stations, studios and on-air broadcasting systems; including 24/7 automation & traffic scheduling, content subscriptions via PRSS and PRX.
- Participates in the development of short, medium and long-term station operating strategies, and identifying content that furthers the overall mission of the station.
- Coordinates with Corporate Support & Major Giving Manager and operational assistant for underwriting placement, public service announcements, and promotions.
- Responsible for issuing certifications of FCC, CPB and other required spots airing.
- Helps coordinate and produce station promotional and on-air fundraising activities.
- Works closely with General Manager and other staff to develop and implement digital strategies to ensure the station is providing a multiplatform service.

Essential Qualities:

- Ability to maintain a positive and friendly rapport with colleagues, subordinates and GM.
- Effectively uses research tools to make data-driven decisions.
- Ability to oversee, coordinate and support the execution of continuous broadcast schedules on a 24x7 basis.
- Assists General Manager on staying current with FCC, CPB and other rules and regulations, and ensuring compliance.
- Stays up-to-date on trends in the public radio industry.
- Contributes to a culture of collaboration and innovation across all disciplines.

Required Qualifications:

- Bachelor's degree in related field from an accredited institution.
- Minimum five years' experience in radio broadcasting and/or media operations.
- Minimum five years' staff management experience in a broadcasting organization.
- Experience in audio-based journalism and basic knowledge of news ethics and best journalistic practices.
- Understanding of broadcast and digital audience measurement data, and national public media trends.
- Demonstrated ability in data-driven decision making and ongoing operational analysis.
- Experience in the acquisition, production, scheduling and management of programming content.

- Knowledge of FCC, CPB and other public radio broadcast regulations.
- Knowledge of national public media trends.
- Demonstrated experience with automation systems, PRSS scheduling, and digital non-linear multitrack audio production.
- Ability to work flexible hours, including occasional evening and weekend hours.

Desired Qualifications:

- 10+ years, or equivalent, of senior management experience, as well as experience in radio production and programming.
- Proven track record of successful staff management experience.
- Strong ability to prioritize activities against a broad set of mission goals; must be able to pick out “critical path” activities from “ideal” or “additional” activities.
- Excellent writing and verbal communication skills.
- Ability to quickly establish credibility and rapport with leadership, technical operations assistant and team members alike.
- Experience with ENCO automation scheduling and daily log generation; as well as Radioworks, Nielsen, TAPSCAN, Radio Research Consortium, AudiGraphics, and other audience measurement and analysis services.
- Strong analytical and qualitative skills.
- Proven leadership skills demonstrating successful coaching and mentoring.
- Technical aptitude, ability to understand and discuss technical needs of the radio station.
- Experience developing and monitoring department budgets.
- Professional broadcast speaking voice.
- Knowledge of Southwest Michigan market.

Reports to: Stephen Williams, General Manager, WMUK 102.1 FM