

## CLASSICAL KING PROGRAM DIRECTOR

Classical KING is seeking a Program Director to guide radio and digital strategy for a growing organization located in new facilities in the heart of the City of Seattle. Classical KING has a strong commitment to diversity demonstrated by:

- National research we are conducting to understand how best to diversify the audience for classical music,
- Our commitment to offering music by women and composers of color each hour, and
- Our work to diversify our staff and board.

We are ambitious about our future and are searching for a creative individual with strong administrative ability who will maintain the strength of our present services while leading us in new directions with a multi-platform content vision.

### **JOB OVERVIEW**

The Program Director is a visionary leader who develops content and teams to ensure Classical KING's service reaches and engages a larger, more diverse audience. They are responsible for the vision, strategic development and oversight of classical music and arts content. Reporting to the CEO, the Program Director is a key member of the Senior Leadership Team, ensuring that Classical KING succeeds with audiences on all platforms. The Program Director understands the potential for audience service and growth on all platforms and builds effective strategies for the future in a cost-effective and sustainable way. They negotiate external content partnerships and work with revenue leaders to find business models to support content production. They are experienced and inspiring team leader, responsible for professional and creative development for the content team.

### **RESPONSIBILITIES AND DUTIES**

The major responsibilities and duties of this job include:

- Actively demonstrate and advocate for Classical KING's core value of Diversity by modeling and ensuring inclusion and cultural competency.
- Articulates a long-term strategy for successful audience growth of Classical KING on all platforms, including strategy for promos and positioning.
- Builds a yearly content plan that incorporates winning strategies for all relevant platforms: broadcast and digital.
- Assures reliable station operations including management of the station automation system. Maintains adherence to FCC rules and regulations related to programming.
- Manages the Content Budget.
- Builds and negotiates content partnerships to enable growth.
- Creates and ensures a healthy ongoing content development process that enables creative ideas and inspires creative people.

- Works with the Development Department to plan on-air membership drives and build strong cases to ensure funding from major donors and foundations.
- Builds a strong national and international network of content professionals to ensure Classical KING is on top of new trends and content approaches.
- Collaborates with members of the Senior Leadership Team to drive key performance metrics within Classical KING.
- Ensures programming staff compliance with the collective bargaining agreement.

## **PREFERRED SKILLS AND COMPETENCIES**

- Deep knowledge of and passion for classical music.
- Demonstrated experience developing high quality content.
- Understanding of classical public radio programming best practices and principles.
- Experience developing and maintaining budgets and building business cases for expansion.
- Understanding of winning content approaches that are suitable for different platforms.
- Deep understanding of key audience broadcast and digital analytics.
- Ability to inspire and motivate experienced, creative individuals and teams.
- Outstanding written and oral communication skills.

## **QUALIFICATIONS**

- Classical music expertise
- 5 years of experience in a leadership position developing or producing classical content.
- Budget management expertise
- Strong administrative and time management skills
- Expertise in negotiation with external entities.
- Knowledge of public service media mission and funding models.

## **Other details**

- \$120,000 - \$150,000 commensurate with experience (with \$150,000 at 10 years or more of relevant experience)
- We offer benefits including medical, vision and dental coverage, Life and LTD, paid vacation, personal and sick time, and 401K.
- Position open until fulfilled

## **TO APPLY**

Send a cover letter and resume to:

Human Resources, Classical 98.1, 363 Mercer Street, Ste 200, Seattle WA 98109 or email [hr@king.org](mailto:hr@king.org)

**Classical KING FM** is working actively to diversify its programming, its staff, and its board. Our commitment is real, and we understand that it will take a sustained effort over time. We welcome all candidates with a commitment to these goals. Our statement describing our commitment to diversity, access, equity, and inclusion can be found here: <https://www.king.org/about/>