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EMPLOYMENT OPPORTUNITY -- EXECUTIVE DIRECTOR

March 3, 2010

KWMR seeks a dynamic Executive Director to lead the station when our long-time Executive Director leaves this spring.

KWMR is a not-for-profit FM community radio station based in Pt. Reyes Station and broadcasting to nearby West Marin Communities, including Inverness, Marshall, Olema, Nicasio, Stinson Beach, Bolinas and the San Geronimo Valley – about 11,000 homes. In the last 10 years, KWMR has become an important part of the life of the area, providing 24 hours of programming daily, mostly live and locally produced by 100 dedicated local volunteer radio hosts. Its emergency communications services have become a national model.

KWMR is beginning its second decade of broadcasting in West Marin. With a reputation for quality community service and a strong membership base, KWMR is well positioned to thrive as West Marin's voice of the community, covering local news and events, keeping listeners informed in emergencies, and featuring a roster of diverse music programming.

Working closely with the Board of Directors, the Executive Director will lead the station and lead and manage approximately seven full and part-time employees.

Major Responsibilities

- Working with the Board of Directors, prepare the station's annual budget and provide monthly reports that compare results to budget.
- Maintain the fiscal integrity of the station with quality programming, and sound budget management, and increase membership, underwriting, and fundraising activities.
- Working with the Chief Operator/Engineer, ensure that technical broadcast operations and program content comply with all necessary local, state and Federal laws and regulations. Ensure maintenance of broadcasting and transmitter equipment.
- Oversee management of the station's information technology requirements.
- Working with the Programming Director, ensure quality and relevance of programming content so that it attracts a growing and diverse audience.
- Working with the Development Director, develop and manage on-air fund drives and off-air events and fundraisers.



- Working with the News Director, ensure that the station provides high quality local news programming that increases awareness of KWMR and attracts members and contributors to the station.
- Ensure completion of and compliance with necessary FCC and CPB reporting and public file requirements and all other regulatory requirements.
- Serve as a non-voting member of the station's Board of Directors, and organize and attend meetings as an ex-officio member.
- Supervise all station staff, paid and unpaid; conduct annual evaluations of paid staff.
- Represent the station at public forums. Oversee media relations for the station.
- Keep current with industry trends, regulatory matters, best practices and new developments in community radio and social networking.
- Work with the KWMR Board of Directors and Advisory Boards and build strong relationships with their members, donors, grantors, funders and members.

Desired Professional Qualifications

Education: Degree in broadcasting, communications, business, or similar education.

Experience: Related job experience, preferably in public broadcasting.

Skills and Abilities: Emphasis on communication skills (written and oral); management skills (e.g., planning, motivating, organizing, innovating, etc.); and industry skills (programming, marketing, fund raising, etc.)

Additional Desirable Skills and Experience:

- Ability to manage multiple changing priorities and foster a pleasant and positive work environment.
- Critical thinking ability and good judgment.
- Excellent organizational, interpersonal, oral, written, communication skills, as well as fine attention to detail and follow-through.
- Event and project management experience.
- A passion for and appreciation of the value of community-based radio. Broadcast experience (especially non-commercial media) is a plus.
- Familiarity with the communities of West Marin is also a plus.
- Computer literacy and experience with office systems.
- Experience in planning and budgeting.

Prior Experience that Demonstrates These Personal Qualifications

- Exhibits leadership and management skills that promote and develop effective teamwork and motivate people to do their best, and will be a role model for staff and volunteers.
- Motivates strong community involvement to bring a shared sense of investment in providing a voice to its people and ideas.
- Develops effective relationships and sustaining partnerships in service of KWMR as a vital community service.
- Encourages staff, volunteers, underwriters, programmers and the community to thrive and share its voice and ideas.



- Inspires and enjoys the company of KWMR stakeholders, listens to suggestions and fosters a professional collaborative workplace.

The KWMR Executive Director is a full-time, exempt, salaried position at a rate based on the applicant's qualifications and experience. The Executive Director will work outside of the office and outside of normal office hours when required.

How to apply

As soon as possible, and in any event by March 24, 2010, please email as attachments a cover letter regarding your interest in the position (including, two references with information about their relationship to the applicant and their contact information), resume, and examples of written and promotional materials you have authored. Send the application to Sheri Clyde, Board Chair: (sclde [AT] well.com). For questions, please contact her by email.

KWMR is an equal opportunity employer and does not discriminate on the basis of race, color, religion, national origin, gender or sexual orientation.

Further information regarding KWMR is available at www.KWMR.org, which also has links to recent annual reports with financial statements.