



POSITION TITLE: Director of Content & Digital Media

DEPARTMENT: Production

REPORTS TO: Station Manager

Job Type: Full-Time w/Benefits

JOB OBJECTIVE:

The Director of Content & Digital Media is high-level manager who oversees productions from start to finish, while balancing staff needs, planning, scheduling, budgeting and driving overall departmental success. The ideal candidate will possess the experience, technical skill, artistic vision, and leadership ability to mentor a small team of professionals in media production.

ESSENTIAL DUTIES:

The Director is ultimately responsible for the quality of the media produced at WCTE and, as such, must be able to build and manage a dynamic team; to maintain an atmosphere of collaboration and inclusion; and to boost and protect the station's brand and image, all within an ambitious digital and broadcast production mandate.

- **Excellent Communication and Project Management Skills:** Provides strong written and verbal communication and manages production-related projects efficiently and effectively. Ability to write scripts and to write grant narrative is crucial. The Director must possess ability and willingness to assist in seeking funding for projects and potential projects. Job functions will include invoicing, annual budgeting for the entire department, and overseeing the maintenance and purchase of equipment.
- **Intimate Knowledge of Production Equipment and Methods:** From live production to small studio shoots, the Director must be able to lead the team in staging, lighting, audio and cameras for all broadcast and digital content. The Director must demonstrate an ability to tell long- and short-form stories creatively, both for over-the-air broadcast and for digital posting and must be able to mentor the team to do the same. The Director should be an expert in Adobe Premiere Pro.
- **Station Representative / Live Events:** The Director will oversee and ensure the success of live production events and will also represent WCTE at other station and community events, including Board of Directors meetings and Community Advisory Board meetings, as part of the station's Leadership team.
- **Point of Contact for Content:** The Director will work closely with The Programming Service to schedule on-air content and will be familiar with PBS national programming as well as local programming. The Director will liaise with the Traffic department and with Master Control to assure programming requests are delivered and aired on schedule.
- **Digital Focus:** The Director will be expected to aggressively seek new opportunities for digital content production and placement on both current and future streaming platforms. The use and interpretation of various online analytics to report on successes and opportunities is important.
- **Passionate about Public Media:** Enthusiastic, motivated, innovative, problem solver who has a passion for public broadcasting and television production displaying editorial integrity.
- **Customer Service Focused:** Goes beyond in providing exceptional customer service to meet the needs of the station's internal and external stakeholders.

TO APPLY:

Send resume, cover letter, salary requirements and three professional references to:

Email: admin@wcte.org, or

Mail: PO Box 2040, Cookeville, TN 38502

NO PHONE CALLS PLEASE

Please visit www.wcte.org for more information. WCTE Central Tennessee PBS offers a comprehensive benefits program that includes medical, dental and vision benefits from date of hire. WCTE has a Simple IRA plan that has a 3% matching opportunity and is eligible based on length of service. WCTE PBS vacation and sick time is set up on an accrual.

WCTE Central TN PBS is an Equal Opportunity Employer.