



**WCTE Central TN PBS, Cookeville, TN**

**POSITION TITLE: Station Manager**

**DEPARTMENT: Administration**

**Job Type: Full-Time**

**Minimum Education: BA Undergraduate**

**Minimum Experience: 5 – 7 years**

**REPORTS TO: President and CEO**

**WCTE Central TN PBS** seeks a skilled, energetic, mission-driven professional to serve as Station Manager.

WCTE PBS is PBS' best-known small, rural public television station. It has repeatedly demonstrated to the region, the nation, and the public media system as a whole the value that a PBS station can provide to a rural community.

This position offers a unique opportunity to build on this legacy, broaden ties to the region's increasingly diverse population, and reach new audiences by expanding digital offerings.

WCTE PBS is a community-licensed station in Cookeville, Tennessee. Located within a 90-minute drive of Nashville, Knoxville, and Chattanooga, the station serves the fourteen counties of the Upper Cumberland and beyond with broadcast, digital, and community engagement.

In a region dominated by small towns, rolling hills, state parks, lakes, and streams, the Upper Cumberland is a beautiful, affordable, and centrally located part of Tennessee. Cookeville is strategically located on the East/West corridor of Interstate 40 and the North/South corridor of Hwy 111. In addition to its proximity to major cities in Tennessee, it is within a four hour drive to many major cities including Atlanta, GA; Lexington and Louisville, KY; Asheville, NC; and Cincinnati, OH.

**JOB OBJECTIVE:**

WCTE PBS seeks a new Station Manager with the vision, passion, and energy to lead a talented, versatile and dedicated Staff while providing unique and valued services to this region.

WCTE recently completed and implemented a three year strategic plan and annual plan (called a "progress tracker"), approved by the board of trustees. Leadership and staff is responsible to oversee and guide station content and services, business and compliance issues, financial matters, profitability, and sustaining and building strategic alliances and partners.

**COMMUNICATION:**

Highly developed public and private interpersonal and communication skills, with an open, engaging style, including:

- Comfort with and command of the range of communication channels, including public speaking, writing and social media.
- Being a skillful listener.
- Being inspiring and respectful, forging genuine connections with people.
- Capable of serving as an effective spokesperson for the organization.

**PASSION:**

A highly energetic person who is inspired by the direction and public service mission of public media:

- Has authentic enthusiasm for and commitment to the heritage and future of public media with the emphasis on television's potential, including as a source for local content, and for developing and deploying new and innovative service delivery mechanisms.
- Communicates passion in a way that engages others and generates action by staff, the larger organization and community, including potential funders.

**ADAPTABILITY:**

The dramatic changes in media and the heritage of staff, volunteer, and community calls for someone who has a high level of adaptability and who:

- Has a solid sense of self and able to be flexible
- Is creative
- Adapts positively and easily to change
- Actively solicits new ideas and opinions

**FUNDRAISING:**

A person who understands and is excited about collaboration on the generation of financial resources for public television, with a demonstrated track record, knowledge of, and ability to lead in a station manager role with fundraising and who is:

- Comfortable with donation solicitation.
- Strong as mission spokesperson and in relationship management.
- Has understanding of fundraising strategies and methods in public media (membership, underwriting, pledge, and major and planned giving).
- Is able to maintain and grow organizational fundraising capacity, and able to move beyond reliance on transactional membership-based revenues into philanthropic fundraising, including identifying and dealing with internal cultural and operational blocks to success with major donor and planned giving efforts.

## **COMMUNITY RELATIONSHIPS:**

The leader we seek will:

- Maintain and grow the public television presence in the region, has personal qualities the community can connect with, and over time will become an active participant and recognized leader in our region.
- Have a high level of energy for being involved in visiting and connecting with the region, as well as authentic enthusiasm for the geographic and demographic diversity of the area.
- Is comfortable and effective with a wide range of people, including at high levels (and being seen as a peer) of civic leadership in the region;
- Demonstrates a record of community engagement and collaboration, and of developing partnerships with individuals and organizations.

## **TEAM MANAGEMENT:**

Inspiring, respectful, collaborative, highly competent manager of people and operations, who:

- Creates and maintains an effective, diverse, cross-functional culture of engaged paid and volunteer staff within the television station
- Adjusts their style as needed, collaborating, enrolling, delegating and directing as required by the situation
- Clearly communicates our public media shared mission and goals and holds self and staff accountable for results while not micromanaging
- Has solid operations and financial management skills, including building and operating within a budget

## **DIVERSITY/EQUITY/INCLUSION:**

Clear commitment to and proven record of growing Diversity, Equity, and Inclusion in the workplace and in audiences and communities we serve, as well as:

- High level of expertise in best practices (such as understanding and addressing implicit bias and micro aggression, creating an inclusive workplace, and promotion of civility).
- Cultural fluency, awareness and empathy – respect for values, treating people as individuals and using different perspectives, and with experience in other cultures.
- Expert at diversity-focused hiring practices, from position announcements to recruiting and interviewing.
- Lifelong learner – adapting to context, openness, curiosity, tolerance for ambiguity.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Develop and retain a team of highly engaged employees in an accountable yet collaborative environment
- Manage staff, prepare work schedules, and assign specific duties. Supervise, coach, and motivate the television team

- Protect the FCC licenses of our broadcast property by operating in full compliance with local and federal laws, CPB policies, FCC policies, and WCTE policies
- Oversee programming and other activities related to fundraising and audience growth.
- Develop and maintain station budget and other performance data.
- Establish and implement operational policies, goals, objectives, and procedures.
- Represent the organization with various clients and at local and national conferences and events.
- Collaborate with the leadership team on all aspects of station operations including programming, production, development, promotion, and engineering.
- Manage terrestrial, satellite, Internet, and radio broadcast operations
- Serve as first contact to national networks and content distributors
- Develop and implement on-air and online promotional strategies, campaigns, and assets that maximize the viewers' experiences and the impact for broadcast and digital properties.
- Lead, assign, and supervise the creation of promotional content.
- Oversee web and mobile asset creation, harmonizing online and on-air content strategies.
- Oversee content creation teams for elevating engagement with existing and potential audiences in measurable ways and launching new programs as necessary.
- Partner with others in the organization to develop strategies and tactics that diversify, grow, and engage audiences, especially audiences that have been traditionally underrepresented.
- Work with the development team on short- and long-term planning, as well as specific agendas for fundraising and membership engagement including participation in station fundraising activities, and working with membership and development staff in the creation of fundraising themes and messaging.

#### **QUALIFICATIONS REQUIRED:**

- The successful candidate must have a proven record of managing organizations and supervising staff
- Bachelor's Degree required, preferably in business, broadcasting, or related field
- Five years of upper management experience, preferably leadership in broadcasting or a related field
- Demonstrated ability to manage, lead, and supervise other professionals
- Demonstrated success in leading fundraising efforts and securing external funding and grants
- Experience participating with senior management in strategic decision-making
- Demonstrated ability to interface and work cooperatively with external units and organizations
- Demonstrated commitment to diversity
- Demonstrated positive interpersonal skills
- Demonstrated excellent written and verbal communication skills
- Demonstrated experience in developing partnerships with external organizations.
- Proven track-record of team building and working across teams to achieve goals and the highest level of performance
- Must have the ability to attract and retain talent, inspire, and build teams. Knowledge of emerging technologies is important
- Ability and willingness to delegate effectively and to hold direct reports accountable

- High energy, collaborative, roll-up-your-sleeves leader with a high level of personal and organizational integrity and ethics
- Operations knowledge, analytic abilities, and problem-solving skills
- Must be able and willing to work a flexible schedule that may include weekends and some holidays, and includes mandatory events

**PREFERRED:**

- Track-record of developing and executing multi-platform programming strategies (television/digital)
- Knowledge of engineering practices and operations
- Knowledge of digital content production process, both from a technical and talent perspective.
- Knowledge of principles and processes for providing customer service

**Supervision exercised:**

- Station Manager will be expected to support the President and CEO's expectations of WCTE PBS and foster a culture that inspires excellence, diversity, equal opportunity, and a welcoming work environment.

**TO APPLY:**

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

**Email:** [dmatson@wcte.org](mailto:dmatson@wcte.org)

Human Resources  
WCTE Central TN PBS

**Mail:**

PO Box 2040  
Cookeville, TN 38502

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NO PHONE CALLS PLEASE

Please visit [www.wcte.org](http://www.wcte.org) for more information

**WCTE Central TN PBS is an Equal Opportunity Employer**