



## **Job Description**

**Title: Chief Content Officer**

**Reports to: President**

For more than 50 years, Rhode Island PBS has provided creative, compelling programming that stands out among other viewing choices. Our broadcast range and cable penetration includes all of Rhode Island, southeastern and central Massachusetts, and eastern Connecticut. Through the philosophy of lifelong learning, our mission is to enhance the quality of life of the residents in our viewing area by delivering programs and services that educate, inform, enrich, inspire, and engage viewers of all ages.

### **General Description**

The Chief Content Officer will lead the Rhode Island PBS transformation from a linear television station to a 365-day multiplatform content publisher serving the residents of Rhode Island and Southeastern Massachusetts with local and national content that is both relevant and enriching to the lives and interests. The CCO will develop a vision and strategy for content development and production, cross-platform distribution, and audience development efforts. The CCO will oversee the Production, Programming and Public Information departments and will be expected to establish a local digital journalism effort (three direct reports and thirty-two indirect). The CCO will also seek to expand the RIPBS content production and distribution opportunities through co-productions and acquisitions for the PBS Passport streaming platform. Externally, the CCO will serve as the public face for content, content related partnerships, helping to build audiences and funders; and public media system colleagues.

### **Responsibilities**

- In collaboration with the President, develop and execute on a vision and strategy for RIPBS's transformation from a broadcast-centric public television station to a multiplatform media organization.
- Create a culture focused on both audience-first and data-informed decision-making.
- Establish measurable outcomes and use data to inform decision-making.
- Establish a local digital journalism unit to better serve Rhode Islanders with in-depth journalism that both informs and reflects life in Rhode Island.
- Oversee content development, production, and distribution for all long and short-form programming for distribution across broadcast, streaming, and social platforms.
- Provide leadership and create processes that foster creativity, agility, accountability, and collaboration across the organization and with external partners.
- Nurture and develop existing talent and grow the talent pool to help achieve RIPBS's strategic goals.

- Collaborate with Development Director to diversify revenue streams, strategically build content funding sources, and grow support for local productions and Passport activation and usage.
- Work closely with RIPBS President to support the Rhode Island PBS Foundation Board, Rhode Island PBS Foundation Board Committees and the WSBE Community Advisory Board.
- Effectively and prudently manage content development, production, and distribution budgets, working in collaboration with the Director of Finance and Administration.
- Collaborate closely with centralized functions, including Finance and Administration, Development, Education Services and Engineering Departments.
- Stay current with content and media innovations to maintain industry-leading content development processes and distribution practices.
- Assure that content distributed on any platform from Rhode Island PBS is free of undue influence from third-party funders, political interests, and other outside forces.
- Uphold the public's trust in Rhode Island PBS as that is fundamental to achieving our mission and vision. We earn that trust through the quality and excellence of our work, the inclusion and reflection of diversity in our communities, and a commitment to ethical standards and practices.

### **Qualifications**

- Senior management experience leading culture and organizational change.
- A minimum of 10 years of experience in leading teams in a multiplatform company, including direct oversight of content development, production and acquisition, and distribution roles.
- Significant relevant experience and successful track record in cultivating digital audiences across streaming and social platforms.
- Experience building and leading diverse teams.
- A track record of building fruitful external partnerships with media and promotional partners, platforms, vendors, and community groups.
- Direct experience integrating traditional production approaches and new models of content development.

Rhode Island PBS is assisted in this recruitment by NETA Consulting. If interested in applying, send your resume and cover letter to [apply@netaconsulting.org](mailto:apply@netaconsulting.org).

Applications will be accepted and considered until the position is filled. It is recommended that applications be submitted no later than June 24, 2022.

For additional information, please contact Angee Simmons at [asimmons@netaonline.org](mailto:asimmons@netaonline.org) or Skip Hinton at [skip@netaconsulting.org](mailto:skip@netaconsulting.org)

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