

Executive Director

KAWC/KOFA Colorado River Public Media

Yuma, Arizona | Full-time | Exempt | Benefits Eligible

KAWC/KOFA Colorado River Public Media is an NPR Member Station located on the US-Mexico border, serving Yuma and La Paz Counties in southwestern Arizona, one of the most culturally dynamic and interconnected regions in the country. The station reflects and serves a binational, bilingual community shaped by agriculture, education, military presence, and cross-border commerce, offering public media that is locally and regionally relevant.

KAWC/KOFA is a trusted source of news, culture, and connection for the region. As public media navigates a rapidly changing funding and engagement landscape, the Executive Director will play a pivotal role in strengthening community relationships, advancing diversified resource strategies, and stewarding a mission grounded in education, access, and public trust.

KAWC/KOFA Colorado River Public Media is seeking a collaborative, community-centered Executive Director to lead the station through its next chapter of growth, sustainability, and public service.

About the Role

The Executive Director provides overall leadership and strategic direction for KAWC/KOFA Colorado River Public Media, serving as the station's chief executive and public-facing leader. The role represents KAWC/KOFA within the community and the public media system and has primary responsibility for organizational performance, financial stewardship, and staff leadership.

KAWC/KOFA operates with a small, professional staff supported by student employees and volunteers, requiring a leader who is comfortable working across strategy and execution. The position emphasizes organizational leadership, community engagement, and the development of sustainable, diversified revenue strategies, in collaboration with development staff and key institutional partners.

What You'll Lead

Community & Public Leadership

- Serve as the primary representative and spokesperson for KAWC/KOFA within the community, regionally, and across the public media system.
- Build and sustain strong relationships with community leaders, donors, partners, and stakeholders.
- Strengthen KAWC's role as a trusted public service and community institution.

Strategic & Institutional Leadership

- Provide overall strategic leadership for KAWC/KOFA, including development and implementation of short- and long-range plans that advance the station's mission and long-term sustainability.
- Maintain strong communication and alignment with Arizona Western College, ensuring an effective institutional partnership in support of KAWC/KOFA's goals.

Resource Development & Sustainability

- Lead the development of diversified resource strategies, including philanthropy, grants, underwriting, partnerships, and other revenue opportunities.
- Partner closely with development staff and key institutional partners to strengthen local and regional support.

Organizational & Team Leadership

- Provide executive oversight of operations, including content production, budgeting, planning, compliance, and stewardship of financial and physical resources.
- Supervise and support senior staff, fostering a collaborative, accountable, and mission-driven workplace culture.
- Support KAWC's role as a learning partner of Arizona Western College, including strategic oversight of student training programs and educational partnerships.

Who This Role Is For

This role is well-suited for a senior leader who:

- Is comfortable representing an organization publicly and building trust across diverse stakeholders.
- Brings experience leading nonprofit, public service, higher education, or mission-driven organizations.
- Is comfortable making independent, mission-aligned decisions within a complex governance environment.
- Understands or is eager to learn the values and mission of public media.
- Has experience with fundraising, partnerships, or resource development.
- Leads with sound judgment, collaboration, and a steady hand in complex, multi-stakeholder environments.

Prior public media experience is welcome but not required.

Required Qualifications

- Bachelor's degree in communications, business administration, marketing, or a related field (or equivalent combination of education and experience).
- Minimum of five (5) years of progressively responsible senior-level leadership experience in public media, nonprofit organizations, higher education, or a related field.
- Experience supervising professional staff.
- Experience with organizational leadership, communications, and resource development.
- Strong written, verbal, and public communication skills.
- Applicants may note additional language proficiencies (including English/Spanish) in their application materials.

Position Details

- Full-time, 12-month position; exempt
- Standard work schedule with flexibility required, including occasional evenings and weekends
- Location: Yuma, Arizona (Arizona Western College – Yuma Campus)
- Salary range: **\$71,700–\$86,040**, depending on experience
- Comprehensive benefits package
- Relocation assistance available

Why Yuma?

Yuma is a close-knit, binational border community with a strong sense of place, deep agricultural roots, and growing cultural vitality. The region offers a lower cost of living than many media markets, year-round access to outdoor recreation, and proximity to Southern California, Phoenix, Tucson, and Mexico.

KAWC/KOFA is licensed to Arizona Western College, reflecting a long-standing connection to the region's educational community, while operating as a locally focused public media organization. The Executive Director leads the station's engagement with the community and helps shape its future as local support and regional relevance become increasingly essential.

How to Apply

To apply, please submit a resume and cover letter outlining your interest and relevant leadership experience to:

Alice Ferris, MBA, CFRE, ACFRE

Partner, GoalBusters Consulting

alice.ferris@goalbusters.net

Position open until filled.