

Executive Producer, Shows & Podcasts



Reports To
President & CEO

Job Overview

WAMC's Executive Producer of Shows & Podcasts is a digital-first creative leader responsible for developing, launching, and scaling original shows across podcasts, video, and emerging platforms. This role is focused on building on-demand audiences, experimenting with new formats, and evolving WAMC's content strategy including and beyond traditional broadcast.

The Executive Producer will bring deep experience in podcast and digital show development, audience growth, and platform-specific storytelling. A collaborative and forward-thinking leader, this person will take creative risks, use data to guide decisions, and empower a talented team to create compelling, shareable content designed for today's listening and viewing habits.

Responsibilities and Duties

- In collaboration with the CEO and senior leadership, define and execute a dynamic strategy for WAMC's new and existing shows and podcasts, with a focus towards audience growth and platform expansion.
- Lead the end-to-end development of new podcasts and digital shows, from concept and pilot to launch, iteration, and scale.
- Shape creative direction, formats, and workflows optimized for podcast platforms, YouTube, social video, and other digital distribution channels.
- Use analytics, audience insights, and platform data to guide programming decisions and continuously optimize performance, reach, and engagement.
- Perform sound checks and coach producers, hosts, and creators on digital storytelling, pacing, voice, and format innovation.
- Build and manage a diverse, inclusive creative team, prioritizing experimentation, collaboration, and audience-centered thinking.
- Identify and cultivate partnerships with creators, platforms, and external organizations to extend reach and accelerate growth.
- Ensure all content aligns with WAMC's editorial standards, brand voice, and values across platforms.
- Oversee production budgets, staffing, timelines, and resource allocation for digital content initiatives.
- Supervise 4–6 direct reports, including goal setting, performance management, mentorship, and professional development.

Required Qualifications

- 10+ years of experience in digital media, podcasting, or on-demand content, with at least 5 years in a senior creative or executive producer role.
- Demonstrated success launching and growing podcasts or digital-first shows.
- Strong creative judgment and a deep understanding of platform-specific storytelling.
- Experience using audience data and analytics to inform content strategy and growth.
- Proven ability to manage multiple projects simultaneously within defined budgets and timelines.
- Excellent leadership and collaboration skills in fast-moving, creative environments.
- Adaptable, curious, and enthusiastic about testing new formats, platforms, and workflows.

Preferred Qualifications

- Experience with video-first and video-enhanced podcast formats, including YouTube.
- Experience developing short-form social video and distribution strategies.
- Familiarity with the public media or nonprofit digital media landscape.