



Vermont Public Co.

## **JOB DESCRIPTION:**

**Job Title:** Sr. Vice President of Audience and Community  
**Department:** Audience & Community Administration  
**Reports To:** President and CEO, Vermont Public  
**Classification:** Regular Full-Time  
**FLSA Status:** Salary Exempt  
**Work Location:** Winooski & Colchester, Vermont  
**Out of State Remote Option:** No  
**Cellular Phone Eligible:** Yes  
**Prepared Date:** May 2022

## **SUMMARY**

The Sr. Vice President of Audience and Community defines, develops, and executes a comprehensive audience-centric brand positioning and engagement strategy that guides the organization's linear broadcast and digital programming, marketing communications and events, and education efforts, taking into consideration the region's demographics, audience behaviors and competitive media landscape.

This Sr. VP has a dynamic role in the senior management team, working to strengthen brand awareness, and lead all marketing and communications to help achieve Vermont Public's objectives related to strong content distribution, enhancing station success, growing revenue, increasing understanding of our new and diverse audience, and delivering impact.

## **ESSENTIAL FUNCTIONS**

### **Overall Leadership and Management**

1. Serve as highly engaged member of Vermont Public's senior team on matters including strategic planning, broadcast, and digital initiatives, and helping to map the future of Vermont Public.
2. Lead, manage and motivate the organization's Audience and Community department as well as others throughout organization in various projects.
3. Develop, manage, and forecast annual budgets and updates.

### **Communications Leadership**

1. Strengthen Vermont Public's brand and broaden knowledge of its content and unique value propositions to our new and diverse audiences.
2. Develop effective marketing campaigns for the organization to promote Vermont Public's content and services to station members and viewers via cross-platform approaches.
3. Maximize ratings research, analytics, social media metrics and other KPIs and socialize with staff, Board and other constituencies.
4. Lead, cultivate and manage a talented team of marketers, audience service specialists, broadcast and digital programming experts, hosts, an educator, and a designer, as well as provide ongoing support, mentorship, recognition and direction.
5. Capable of leading crisis management in the rare occasion it is needed.

## **EXCELLENCE IN THIS ORGANIZATION**

1. A high level of commitment and dedication to the mission of the organization and public media.
2. Ability to cultivate and develop inclusive and equitable working relationships with co-workers and audience, supporting and enhancing a culture of belonging.
3. Preserving confidentiality appropriately.
4. Serving as an excellent ambassador for the organization, both formally and informally. Helping listeners, potential listeners, donors, and potential donors connect with the organization.
5. Facilitating excellent communications across departments, among employees, and with the public. Fostering open and candid relationships with VPR/Vermont PBS listeners and donors. Managing conflict constructively.
6. Demonstrating a commitment to the continuous improvement of the organization's ability to fulfill its mission and vision.
7. Demonstrating and encouraging creativity and enthusiasm for this work.
8. Expressing consistent, high-performance expectations for themselves, their department, the leadership, and the organization itself.
9. Developing a broad understanding of the organization's departments, programs, and services to assist donors, collaborate effectively with peers, ensure respectful communication and teamwork among departments.

**SUPERVISORY RESPONSIBILITIES:** Supervise the Director of Audience Insights & Radio Programming, Director of TV Programming, Director of Marketing & Engagement, Digital Director, and their team.

## **POSITION REQUIREMENTS**

### **Education and Experience**

This position requires at least a bachelor's degree or the combination of equivalent education and work experience, with at least 10 years of progressive marketing, communications, and/or public relations management experience (preferably with a few years in a senior position); strong supervisory skills; and leadership experience with demonstrated management abilities. Marketing/public relations experience at a public television station or public media agency highly preferred. Digital content experience also highly desired.

### **Skills**

- Ability to attract and recruit top talent, motivate the team, delegate effectively
- Demonstrated experience in managing comprehensive strategic communications, media relations, marketing, event, and brand management programs to advance an organization's impact
- Ability to keenly analyze and review copy, graphics, social media, and other marketing tools
- Understanding of the public media system
- Experienced with web content, digital content, social media, and multi-platforms
- Exceptional verbal communication and written skills, with excellent editing and impeccable proofing skills
- Demonstrated success as a leader
- Strong project management ability
- Proficiency with Excel, PowerPoint, Adobe applications and other software. Use of on-line measurement tools such as CrowdTangle, traditional social media platforms and Google Analytics are important.

### **Personal Traits:**

It is important that the final candidate possesses the following traits: is self-starting; goal-oriented;

thorough and thoughtful; enthusiastic; has strong executive functioning skills and is able to deliver prolific volume of strong work; demonstrates excellent judgment; understands that diversity, inclusion, equity and accessibility are fundamental to our organization; capable of engaging in 360 degree thinking; is a respected leader of staff; a big picture thinker who understands the importance of details in execution; has successful interpersonal skills; is resourceful; contributes strongly to a positive work culture; and is comfortable in a small company environment.

### **WORKING CONDITIONS**

Work is normally performed in a climate-controlled office environment, where exposure to conditions of extreme heat/cold, poor ventilation, fumes, and gases is very limited. The noise level is moderate and includes sounds of normal office equipment (computers, telephones, etc.). No known environmental hazards are encountered in the normal performance of job duties.

### **Physical Demands**

Work involves standing and walking for brief periods, bending, and filing, but most duties are from a seated position. There is potential for eyestrain from reading detailed materials on and computer screen. Deadlines, workloads during peak periods, and changing priorities may cause increased stress levels. Work requires finger dexterity and eye-hand coordination to operate computer keyboards at a moderate skill level.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

*Please note: This is not an all-encompassing statement of this position's responsibilities. While it attempts to be comprehensive, new responsibilities may be assigned to this position at any time.*

***VPR/Vermont PBS is a proud equal opportunity employer. We work diligently to recruit a broad pool of candidates and to hire and promote qualified individuals whose personal experiences, characteristics, and talents reasonably reflect the diversity of the communities served by VPR/Vermont PBS. Our equal employment opportunities apply to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training. We encourage applications from women, minority groups, veterans, and people with disabilities***