



DIRECTOR, EDUCATIONAL TELECOMMUNICATIONS WESTERN KENTUCKY UNIVERSITY

Western Kentucky University (WKU) invites applicants for the position of **Director of Educational Telecommunications**. Reporting to the VP of Information Technology, the Director will be responsible for the vision, leadership, advocacy and overall general administration of WKU Public Media, a progressive, multi-platform media organization that includes WKU Public Radio, WKYU-PBS, professional video production services and two campus cable television services. The anticipated start date is September 1st, 2012.

WKU is located in Bowling Green, Kentucky, about 60 miles north of Nashville, Tennessee. It is an attractive, small city of approximately 60,000 people. It is noted as a regional center for health care, commerce, and cultural life in south-central Kentucky. The cost of housing, food and other life necessities is substantially lower than many other U.S. cities. WKU's beautiful and growing campus has more than 21,000 students, with many campus renovation and new construction projects currently underway.

WKU offers a comprehensive array of benefits, including an excellent retirement program, cost effective health care services, a liberal leave and vacation policy, a generous paid holiday schedule, life and disability protection, and a full and partial tuition waiver program for employees, spouses and children.

Primary Duties and Responsibilities

The following duties are customary for this position, but are not to be construed as all-inclusive. Duties may be added, deleted and assigned based on management discretion and institutional needs.

- Serve as General Manager of WKU Public Media. Serve as a representative within the campus community and the community at large.
- Define the goals and objectives for all of the department's functions and supervise a 36-member professional staff.
- Provide leadership for major giving initiatives, cultivating relationships with individual donors and corporate supporters.
- Oversee the planning, acquisition, maintenance, and replacement of the stations' technologies, including new media.
- Represent WKU Public Media interests with key state and national organizations and agencies such as the Federal Communications Commission (FCC), the Corporation for Public Broadcasting (CPB), NPR, PRI, PBS, NETA, APT and other suppliers of programs and program materials.
- Manage WKU Public Media's financial needs, including monitoring the budget and projecting cash flow and capital expenditures.

Qualifications, Education, and Experience:

- **Leadership:** We seek a progressive and innovative leader, with sound judgment, who is passionate

about public media. Great people skills a must, with the demonstrated ability to be comfortable and effective at engaging a wide range of stakeholders with diverse outlooks. Able to make tough decisions while working both cooperatively and collaboratively. Demonstrated interactive management style, fostering employee development, involvement and teamwork. At least five years of experience managing major units within a broadcasting service is required.

- **Industry Knowledge:** Knowledge of radio and television formats, broadcasting and the media industry, and trends in technology and media consumption. Knowledge of best practices in public broadcasting. Technological competency in new media, and the ability to identify, evaluate, and implement new technologies and media platforms. Experience working in a public radio or public television station in a leadership position is required.
- **Financial:** Demonstrated financial management experience, including the ability to develop, communicate, and execute budgets is a must. Ability to read and understand financial statements and make organizational decisions and adjustments as needed. Grant writing knowledge and experience.
- **Fundraising:** Demonstrated track record of increased revenue generation, and a comprehensive understanding of fundraising strategies and methods in public media. Must be excited about building resources for WKU Public Media and comfortable with asking for money to support the stations. Able to develop WKU Public Media's fundraising capacity, moving beyond a reliance on transactional-based revenues into philanthropic fundraising, including major donors and planned giving efforts.
- **Education and Experience:** A Bachelor's degree is required. This position requires proven leadership and management skills. Public radio and/or public television experience required.

Expected Salary: Commensurate with education and experience

Applications for employment will be **accepted electronically only**. Interested candidates must submit a letter of interest, current vitae, and the names, addresses, and daytime phone numbers of three professional references using the online application process. Please refer to the following website to apply: <http://asaweb.wku.edu/wkujobs>. For further assistance call (270) 745-5934. Please reference requisition number **S3267**. To ensure full consideration please submit application materials by **June 15th, 2012**. Position will remain open until filled.

Western Kentucky University does not discriminate on the basis of race, color, national origin, sex, sexual orientation, disability, age, religion, or marital status in admission to career and technical education programs and/or activities, or employment practices in accordance with Title VI and VII of the Civil Rights Act of 1964, Title IX of the Educational Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, Revised 1992, and the Americans with Disabilities Act of 1990.

Persons with disabilities, who need reasonable accommodations to participate in the application and/or selection process, should notify The Office of Equal Opportunity/Affirmative Action/University ADA Services at (270) 745- 5121, a minimum of five working days in advance.