



**Executive Director**  
**Full-time, exempt position**

**Reports to:**

Thurston Community Media Board of Directors

**Summary:**

The Executive Director (E.D.) will lead fundraising and resource development, ensuring cost-effective operations and diverse funding sources. They will drive community involvement, align operations with revenue development, create partnerships, collaborate with the marketing team, and spearhead new media development. Additionally, the E.D. will oversee human resources, and operations, and engage with the Board to implement strategic plans while staying aligned with public policy and industry trends.

**Key Responsibilities:**

Fundraising and Resource Development:

- Implement effective fundraising campaigns and initiatives to support organizational goals.
- Lead the development and administration of the organization's budget, identifying opportunities for cost-effective and revenue-producing operations.
- Evaluate and diversify funding sources, including grants, partnerships, revenue-producing programs, sponsorships, and partnerships, to ensure financial sustainability.

Community Involvement:

- Develop and implement initiatives to actively involve the community in content creation and programming.
- Cultivate and maintain strong relationships with local community leaders, organizations, and residents.
- Collaborate with the marketing team to enhance community awareness and engagement.

New Media Development:

- Spearhead the development and implementation of innovative strategies to embrace new media technologies.
- Collaborate with the content team to explore and integrate emerging platforms and formats to enhance our media offerings.

#### Human Resource Management:

- Define staffing needs and develop job descriptions that align with the organization's mission.
- Oversee staff evaluation, discipline, hiring, and termination processes.
- Administer staff benefits and develop personnel policies that foster a positive and inclusive work environment.

#### Operations:

- Provide oversight of the general operation of the organization's office and production facility.
- Develop and maintain policies and procedures to ensure efficient operations and exceptional member services.
- Build a supportive infrastructure by hiring and developing staff to fulfill the organization's mission.

#### Marketing/Outreach:

- Oversee the development of informational and promotional efforts to educate the community about Thurston Community Media and public access media.
- Collaborate with the marketing team to enhance the organization's visibility and impact.

#### Board Engagement:

- Work closely with the Board on developing long and short-range planning, emphasizing new media initiatives and community involvement.
- Implement strategic plans and provide relevant information to the Board on matters requiring action.
- Coordinate the board's annual orientation and planning retreat, fostering collaboration and shared vision.

#### Public Policy:

- Monitor local, state, and national telecommunications policy and its impact on access, providing informed advice to the Board.
- Keep the organization aligned with evolving policies and industry trends.

#### **Qualifications:**

- Minimum 5 years of increasingly responsible management experience, including two years of senior management or executive experience, preferably in the public sector or nonprofit arena.
- Professional experience managing a media or communications department, agency or organization in a related field. Experience in community based media, community development, or multimedia arts organization is highly desirable.
- Bachelor's degree in communications, management, public administration, marketing, or related study.

**Desired Skills / Qualities:**

- Executive management skills include fiscal administration, human resources management, community relations, and nonprofit organizational development.
- Ability to develop and maintain positive relationships with a volunteer board of directors, cable operator, local governments, and diverse community constituents.
- Ability to inspire, motivate, and effectively utilize and integrate the work of paid staff and community volunteers.
- Skilled in public and media relations, fund development, and marketing.
- Ability to develop beneficial partnerships with community groups and businesses.
- Demonstrated commitment to the philosophy of public, educational, and governmental community media.
- Knowledge of media production and programming or multimedia arts is highly desirable.

**Salary Range:** starts at \$80,000 plus benefits, depending on qualifications and experience

**Deadline for Applications:** Apply as soon as possible! Interviewing begins in mid-June and will continue until the ideal candidate is identified. Interested candidates should send their resume and cover letter via Microsoft Word doc to [mmmrmeagan@gmail.com](mailto:mmmrmeagan@gmail.com). **Please no pdfs!** All communication with candidates will be conducted via email.