

Official Title: Outreach Program Manager II
Working Title: Deputy Director, National Center for Media Engagement (NCME)
Unit: National Center for Media Engagement, Broadcasting and Media
Innovations Division of University of Wisconsin-Extension
Appointment: Unclassified Staff, 100% fixed term
Location: Madison, Wisconsin
Availability: Immediate, open until filled; application review begins on January 22

POSITION SUMMARY

The Deputy Director supports NCME in strategic programming and assists the Executive Director in the operations of the NCME, including training, grant making, fiscal oversight, strategic planning, and fundraising for key initiatives. Depending on experience and skills, the Deputy Director oversees communications and/or assessment, digital technology and social media efforts. He or she may also oversee grant making efforts to public radio and public television stations across the country, including program development and evaluation of results. S/he oversees special projects and reports to the Executive Director.

SPECIFIC DUTIES & RESPONSIBILITIES

1. Provides strategic assistance to Executive Director. This includes working with various industry professionals, the NCME Advisory Committees and staff to gain insights into opportunities and challenges. Assists the ED in exploring business opportunities and conducting cost-benefit analysis. In the absence of the Executive Director, is responsible for routine decision-making.
2. Significant responsibility for researching and providing content for NCME information and training vehicles including national videoconferences, audio-conferences, the NCME newsletter and material for tools and resources delivered on multiple platforms.
3. Oversees NCME professional development efforts on multiple platforms and ensures continuity with strategic frameworks. Leads planning for NCME presence at regional and national industry conferences, such as PBS Showcase, public radio regional meetings, PRDMC, NETA, CPB Meetings, PBS Development Meeting and others. Responsible for developing and coordinating NCME presentations as a session producer, presenter or facilitator as required. Oversees NCME Peer Network and in-person training if necessary.
4. Depending on background and experience, oversees NCME communications efforts and/or leads, manages and directs NCME assessment, digital technology and social media efforts. May oversee grant making, including guideline development, proposal evaluation, distribution, and impact analysis. Works closely with directors of radio and television engagement as they manage grants with stations.
5. Provides leadership and oversight of special initiatives, ensuring consistency with NCME mission and goals. Plans and manages implementation of special projects that are aimed at increasing local impact.
6. Works closely with the Executive Director to explore collaborative opportunities within public broadcasting, playing an active role in building productive relationships with other industry professionals and designing or implementing initiatives that result.

7. Supervises NCME staff as assigned and works closely with consultants working on special projects.

Essential Job Functions:

1. Ability to speak clearly and in an engaging manner about NCME both to formal groups and at informal or impromptu gatherings.
2. Analytical capacity to identify and evaluate opportunities and programmatic initiatives within public broadcasting and successfully launch them.
3. Analytical ability to identify and achieve consensus on internal workflow and process improvements.
4. Develop and deliver public presentations and training sessions that are informative, compelling and persuasive and that result in on-going new actions by audience members.

Minimum requirements:

1. A bachelor's degree and at least 7 years of experience.
2. Extensive experience in public broadcasting and/or in a deputy/associate director capacity in a similar setting.
3. Experience supervising staff.
4. Superior communication skills: written, oral and interpersonal.
5. Ability to work independently and as part of a cohesive team.
6. Demonstrated knowledge of a variety of media platforms; traditional and new.
7. Ability to adjust to a fluid work environment and juggle multiple priorities.
8. Commitment to respectful, open colleague communications.
9. Commitment to diversity in the workplace and online environments; recognizes diversity as an organizational asset.

Desirable qualifications:

1. Understanding of emerging digital technologies and social media is a plus.
2. Experience managing digital technologies, Web site production and/or other technical functions.
3. Strong background in community engagement, marketing or communications.
4. Deep understanding of public broadcasting.

SALARY: The minimum salary for this position is in the \$60's with actual pay dependent upon experience and qualifications. UW-Extension offers a comprehensive benefits package.

HOW TO APPLY: Open until filled. All of the following must be received for your application to be complete. For best consideration, respond by January 21. Please include:

1. A completed UW-Extension application form, confidentiality request and applicant survey. (You may request a MS Word formatted copy to be sent via e-mail.)
2. A detailed resume.
3. A narrative (up to two pages) detailing HOW your experience relates to this position. Please carefully detail your experience as it compares to the job *duties, qualifications, functions and requirements* for this position at this organization.
4. List of five professional references with contact information including e-mail.
5. Writing samples that showcase your versatility and writing skills.
6. Recruitment source where you learned about this position to fulfill our FCC license requirement; contact name and address (if possible)..

The successful applicant will be required to provide documentation of credentials. Prior to appointment to this position, a criminal records review will be conducted. UWEX complies with the Wisconsin Fair Employment Act with regard to nondiscrimination on the basis of arrest and/or conviction record.

DIRECT INQUIRIES AND APPLICATIONS TO:

*Betsy Nelson
Broadcasting & Media Innovations
821 University Ave. Rm 7106
Madison, Wisconsin 53706
Or call 608-262-5221; e-mail nelson@wpt.org*

This document can be made available in alternative formats by calling the person listed above. Under Wisconsin Statutes, if asked, UW-Extension is required to provide a list of all nominees and applicants who have not requested, in writing, that their identities remain confidential. The identities of all finalists must be released upon request.

An offer of employment is contingent upon establishment of identity and verification of employment eligibility as required by the Immigration Reform and Control Act of 1986.

An EEO/Affirmative Action employer, the University of Wisconsin-Extension provides equal opportunities in employment and programming, including Title IX and ADA requirements. Persons of color, women and persons with disabilities are strongly encouraged to apply.