



Community Access Television of Silver

213 N. Bullard, P.O. Box 2862, Silver City, NM 88062

Phone: (575) 534-0130 www.catsilver.org

cats-communityac@qwestoffice.net

Job Description—Executive Director Community Access Television of Silver Silver City, New Mexico

Competencies

Relationship Building: The position requires a person to be goodwill ambassador for the institution with a variety of audiences, ranging from the New Mexico State Legislature to the general public of southwestern New Mexico. Executive Director must be a proactive and positively regarded person among Community Access Television of Silver potential and existing partners from the business, education and non-profit realms. The position requires a commitment of time and detailed involvement in the station's more ambitious major gift fundraising activities.

Team-Focused Leadership: Community Access Television of Silver has a relatively small staff dedicated to the station's success. The position requires a person to focus that staff on the institution's vision and mission. To maximize the station's human resources, the Executive Director must know when to coach and mentor, when to delegate with articulated accountability and when to redirect performance through goal-setting and strong interpersonal communication.

Strategic Planning and Implementation: Community Access Television of Silver, like most public broadcasters, faces an environment of limited resources. The Executive Director must drive the organization to constantly increase efficiency and efficacy by creating a strategic direction for the station that can be synchronized with the production and execution of the annual operational plan and budget.

Attributes

Passion for local service: The ideal Executive Director will be strongly committed to determining how Community Access Television of Silver can create local productions and other service models that will promote economic development, facilitate educational growth, support cultural opportunities and—in general—enhance, the quality of life in the geographically disparate communities of the station's coverage area.

Innovative: The model candidate will—with appropriate sensitivity to risk—be creative in capitalizing on opportunities to advance the institution's public service and fiscal growth where and when they occur and make strategic sense, regardless of prior traditional methods of the station or other stations in the public broadcasting system.

Adaptive: The effective Executive Director will be flexible and fluid in their ability to stay ahead of the curve. A changing environment must be adjusted to swiftly, constantly and in good humor.

Experience and Requirements

- Minimum five years experience in senior leadership position
- Demonstrated skills in fiscal management, board relations and public presentation
- Experience in or awareness of electronic media business environment issues (i.e. business issues related to creation and delivery of television, radio and online content)
- Experience in public radio and/or television a plus
- Experience in state government relations or lobbying a plus
- BA in communications, business or equivalent relevant discipline

Duties and Responsibilities

- Report to Community Access Television of Silver's community board
- Set the three to five year strategic direction for the station
- Ensure compliance with all FCC rules and regulations including the management of Community Access Television of Silver's continuing progress toward digital television (DTV) readiness.
- Ensure compliance with all CPB regulations
- Represent Community Access Television of Silver's best interests to PBS and other public service media national organizations
- Manage the creation and execution of the organization's overall annual operating plan and budget in a way that results in fiscal stability and health as determined by annual financial audit
- Motivate and lead a small staff
- Act as main liaison with state legislature
- Engage in facilitating relationship-based philanthropy from board members, community leaders and area businesses
- Manage relationships with cable companies and DBS systems that provide signal carriage