



**JOB TITLE:** Local Music On-Air Talent

**REPORTS TO:** Station Manager

**FLSA STATUS:** Full-time, Exempt

## **POSITION SUMMARY**

As an On-Air talent, this position will host The Local program on Wednesdays from 5 pm until 7 pm as well as the Northland Afternoon program from 3 pm to 5 or 6 pm. As with all on-air talent, this position also includes online content creation and curation responsibilities that include the Minnesota Music Archive. This position will also coordinate with the Station Manager and/or the Program Director to be responsible for the complete execution of live events and will coordinate with station personnel, community members, underwriters, and third-party vendors to plan and stage each engagement opportunity. This role collaborates with the Programming, Membership, and Marketing departments to create, manage, and promote station and community events. In tandem with the station's Arts & Cultural Heritage Producer to ensure that all ACH events meet or exceed state grant requirements.

## **ESSENTIAL DUTIES – LOCAL MUSIC ON-AIR TALENT**

- Plan and coordinate, primarily, The Local weekly show as well as, secondarily, daily Northland Afternoon show topics and book guests as needed, for programs to air Monday through Friday, 3 pm until 7 pm. Collaborate with the Station Manager to develop unique daily and monthly content that drives audience engagement.
- Utilize daily music logs as prepared by the station's Music Director to plan for content creation, noting any deviation from the schedule to preserve the integrity of music rotations.
- Be an active participant in the station's weekly music meeting. Endeavor to monitor relevant news and information about the artists we play via radio and music industry trade magazines, websites, and social media.
- Maintain expert-level knowledge of PlayoutONE, the station's audio archive & automation system.
- Skilled with Adobe Products, or similar, preferred editing suites and software for producing audio, photo, and video productions.
- Produce a daily on-air calendar, name to be determined, of bands playing live around the area.
- Produce a regular promo, briefly outlining the week's The Local program.
- Curate and continue development of the Minnesota Music Archive through coordination with the Station Manager and/or the Program Director.
- Contribute to special projects as needed.
- Publishing regular website articles, special projects, and music reviews to the station's

website. This should be focused on relevant local music.

- Attend all required weekly/monthly meetings as directed by the Station Manager.
- Make in-person appearances and carry out remote broadcasts as directed by the Station Manager.
- Participate in television broadcasts as requested by the Television Programming department.
- Participate in radio station promotions as directed by the Station Manager.
- Submit monthly ACH hourly report to the station's Special Projects Manager and Business Manager in a timely manner.
- Work in compliance with organization policies and procedures as well as FCC guidelines.

## **ESSENTIAL DUTIES – LIVE EVENTS**

- Assist in conceiving and developing non-traditional sources of membership and operations revenue.
- Work alongside the Programming, Membership, and Marketing departments to execute each event and live appearance according to the plan as determined by the station's Leadership Team.
- Collaborate with the station's ACH Producer and/or the Station Manager and/or the Program Director to ensure that all organizational events meet or exceed state grant requirements. Additionally, work with the ACH Producer and Station Manager to ensure that all events are proceeding on schedule/within budget and in accordance with the station's fiscal ACH work plan.
- Participate in annual budget planning and individual event budget planning.
- Assist in the brainstorming of business and services categories to approach for event participation.
- Develop and maintain strong business relationships with community partners, event promoters, artist representatives, and other market event planners.
- Adhere to organization policies regarding pricing, merchandising, underwriting content, competitive product protection, etc.

## **QUALIFICATIONS**

- Minimum 2 years of professional experience in radio broadcasting or a relevant field.
- Public media experience preferred.
- Demonstrative track record of successful live event management.
- A proven ability to professionally represent a high-profile, nonprofit organization.
- A strong cultural fluency, including a track record of achievement in diversity, equity, and inclusion.
- Ability to represent The North's interest to various partners, communities, national organizations, and other public service organizations.

## **SKILLS & ABILITIES**

- Relevant live and recorded audio content experience.
- Excellent storytelling abilities and a strong affinity for journalism and broadcast integrity. The ability and desire to create a compelling audio experience for our members, wholly unique to your program and consistent with The North brand.
- Possesses superior news and information judgment; is always curious and highly informed about current events.
- Commitment and demonstrated ability to listen to the Northeast Minnesota communities we serve, with particular attention to under-represented demographics.
- Ability to quickly build contacts, sources, and relationships to help the organization grow.
- Comfortable interacting with the community on behalf of the station at public appearances. Ability to interact and connect with people from different cultures, backgrounds, and ethnicities.
- An enthusiastic team member and collaborator, with an ever-present desire to learn new broadcast and audience engagement concepts and technologies. The ability to quickly adapt to new multimedia platforms in an evolving broadcasting space.
- The ability to manage multiple priorities and brings new concepts to fruition.
- A diligent appreciation for our organization's mission while maintaining responsible business acumen.

## **EDUCATION**

- A bachelor's degree in media studies preferred or five years of radio broadcast experience.

To apply, please submit your resume and completed application to [applicant@wdse.org](mailto:applicant@wdse.org). Applications can be downloaded from the Careers page of our website.

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