



SENIOR DIRECTOR OF CONTENT AND PLATFORM DISTRIBUTION

POSITION SUMMARY:

PBS North seeks an innovative, dynamic, and visionary leader for the role of Senior Director of Content Development & Platform Distribution. This pivotal position will steer the creative and strategic direction of PBS North's content across all platforms—television, radio, digital, and emerging media—ensuring a cohesive, impactful, and engaging audience experience. The ideal candidate will possess a robust understanding of omniplatform content strategies, an aptitude for cross-functional leadership, and a passion for community-focused storytelling. This role reports to the Chief Executive Officer and will oversee the Production Manager, Radio Station Manager, and Education Manager.

RESPONSIBILITIES AND DUTIES:

- **Strategic Leadership and Vision:**
 - Develop and implement a progressive-thinking content strategy that leverages PBS North's multi-platform capabilities, including television, radio, digital, and social media.
 - Align content initiatives with organizational goals, fostering growth in audience engagement and reach.
 - Serve as a key member of the executive management team, contributing to the strategic direction of PBS North.
- **Content Creation and Program Development:**
 - Oversee the production and delivery of high-quality, diverse, and inclusive content that resonates with local, regional, and national audiences.
 - Ensure content maintains the highest standards of journalistic integrity and editorial excellence.
 - Lead the development of innovative programming and educational initiatives that address community interests and issues.
- **Cross-Functional Team Management:**
 - Supervise and mentor direct reports, including the Production Manager, Radio Station Manager, and Education Manager, fostering a collaborative and high-performing team culture.
 - Coordinate and manage cross-functional teams to ensure seamless program delivery and content creation across all platforms.

- **Audience Development and Engagement**
 - Utilize audience data and analytics to inform content strategy and programming decisions.
 - Implement effective audience engagement strategies to increase viewership, listenership, and digital interaction.

- **Budget and Project Management**
 - Prepare and manage budgets for content development projects, ensuring fiscal responsibility and alignment with organizational priorities.
 - Oversee contracts and project timelines, ensuring timely and successful execution of initiatives.

- **Community and Stakeholder Relations:**
 - Act as an ambassador for PBS North, cultivating relationships with community leaders, stakeholders, and partners.
 - Represent PBS North at local and national events, promoting its mission and values.

- **Continuous Improvement and Professional Development:**
 - Stay informed about industry trends and emerging technologies, integrating new insights into content strategies.
 - Encourage ongoing professional development within the team to maintain a competitive edge in the media landscape.

POSITION REQUIREMENTS:

- Exceptional communication and presentation skills, with the ability to articulate a compelling vision.
- Demonstrated experience in leading large-scale, multi-platform content initiatives.
- Strong analytical skills, with a track record of leveraging audience data to drive strategic decisions.
- Proven ability to foster a collaborative team environment and motivate staff.
- Experience in budget management and fiscal oversight.
- Familiarity with fundraising and development activities.
- Ability to work independently, manage multiple priorities, and meet tight deadlines.
- Proficiency in Microsoft Office Suite (Word, PowerPoint, Excel) and familiarity with media production tools.
- Willingness to work a flexible schedule, including evenings and weekends as needed.

- Ability to travel occasionally and maintain availability beyond regular work hours.

EDUCATION AND EXPERIENCE:

- Master's degree in multimedia, communications, journalism, or a related field preferred.
- At least five years of progressive leadership experience in a media setting, with a focus on content development and distribution.

WORKING CONDITIONS:

- Primarily office-based with periods of sitting.
- Availability beyond regular work hours, including phone, email, and in-person engagements.
- Capability to drive and travel as required.

JOIN OUR TEAM:

If you are a visionary leader with a passion for storytelling and community engagement, and you thrive in a dynamic, multi-platform media environment, we invite you to apply for the Senior Director of Content Development & Platform Distribution at PBS North. Together, we can create impactful content that informs, inspires, and connects our diverse audiences.

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