

POSITION DESCRIPTION  
University of Wisconsin-Extension  
Broadcasting & Media Innovations  
*Wisconsin Public Television*

NAME:

TITLE: Director of Television

**Summary**

The Director of Television provides strategic leadership and oversight for all for all programming and production for broadcast and non-broadcast services for Wisconsin Public Television (WPT). WPT is a service of the Educational Communications Board (ECB) and the University of Wisconsin Extension (UWEX). This position is a split appointment and reports jointly to the Executive Director, ECB and the Director of the Broadcasting and Media Innovations Division, UWEX. WPT is a statewide network of six stations, five of which are licensed to the ECB and one to the Board of Regents of the University of Wisconsin System and administered by UWEX.

**Responsibilities**

The Director of Wisconsin Public Television has primary stewardship for the development, supervision and evaluation of total program efforts, broadcast standards, and the implied and obvious responsibilities of operating high quality public television services including compliance with federal and state laws and requirements of licensure and funding eligibility. This responsibility includes overall strategy and planning, broadcast standards, engineering, programming, production, community outreach, marketing, promotion, fundraising, partnerships, and budgeting and contract administration. The Director is responsible for establishing, growing, and sustaining a diverse workforce and an inclusive workplace.

1. Create, communicate, and implement WPT's vision, mission, and overall direction. Lead the development and implementation of the organization's strategy, strategic planning and budgeting.
2. Oversee the complete operation of WPT. Develop, propose, and administer an annual budget of approximately \$10.5 million from all sources.
3. Demonstrate the leadership necessary to continue to make WPT successful. This includes providing leadership vision that empowers, excites and inspires people to work and accomplish much together. Oversee the direction, guidance and development of a staff of approximately 110 employees and 50 part time or student staff.
4. Responsible for development, supervision and evaluation of a broad range of non-broadcast educational television services provided to other university, State of Wisconsin and non-profit agencies.
5. Regularly evaluate the success of the organization and adjust priorities as needed. Routinely refresh strategic plans, mission and vision statements as needed, in collaboration with ECB and UWEX.
6. Seek and build strategic partnerships. Represent WPT with civic and professional organizations and activities in the local community, the state, and nationally. This includes liaison with the University of Wisconsin, ECB, State of Wisconsin agencies, and other related professional and public agencies. Seek out and support programmatic efforts with other University departments and institutions. Be conversant with national issues and organizations as they affect WPT, and maintain and strengthen the ECB/UWEX partnership.
7. Maintain close community ties, especially with Friends of WHA-TV, Inc. (Friends). Devote approximately 30% of time to fund development efforts.
8. Advocate for WPT on the local and state government level.
9. Show leadership in working productively and successfully with diverse, multicultural people and groups and recognize diversity as an organizational asset. Accountability for maintaining and developing a diverse and inclusive workplace.

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**Essential Job Functions**

1. Clear, concise and persuasive oral and written communications with wide range of internal and external clients and other contacts
2. Organizational skills to develop, plan and successfully lead WPT in all areas of operations.
3. Analytical, business and financial acumen to evaluate complex data and support strategic decisions and conclusions
4. People leadership and management ability

**Minimum Qualifications**

1. Bachelor's degree in communications, business or related field.
2. Ten or more years' experience successfully leading television or radio broadcasting professionals including significant operational responsibility. Successful track record of innovation in programming, production, fundraising, or operations.
3. Proven success in developing and administering business practices and budgets in an organization that relies on multiple revenue streams for its operational budget. High-level analytical skills and financial and business acumen that support sound business decisions in competitive media environment.
4. Outstanding people leadership skills with demonstrated success in identifying, growing and developing a staff and managers and a track record of setting and achieving high performance standards for self and others.
5. Skillful relationship builder with high emotional intelligence and the ability to listen well and communicate effectively both internally and externally.
6. Proven record of exceptional success in cultivating and engaging with donors and potential supporters of all kinds. Experience in raising funds from individuals, businesses or foundations.
7. Proven dedication to encouraging and developing diversity and inclusion as an organizational asset. Ability to relate and connect well with people of diverse backgrounds, interests and talents.
8. Experience, knowledge and vision about the emerging world of media, content and technology. Insightful about new and emerging media habits and platforms, demographics, content and technologies.

**Preferred Qualifications**

1. Experience collaborating with external partners and forming external partnerships
2. Success in growing audience.
3. Experience working with leadership fundraising volunteers and/or 501 (c)(3) boards.
4. Experience in public television.

**Salary:** The minimum pay for this position is \$100,192, though we expect to hire at around \$120,000. Actual pay will be commensurate with experience and qualifications. The State of Wisconsin also offers a highly competitive benefits package with generous health insurance, retirement, and paid leave.

**How to Apply:** Applications will be accepted and reviewed until the position is filled. Applicant review will begin in February, 2015. Please include the following: A detailed resume with a 1-2 page cover letter detailing how your experience relates to this position; the recruitment source where you learned about this position; names and contact information for five professional references; and recent salary history.

**Direct applications and inquiries to:**

Carla J. Anderson  
Broadcasting & Media Innovations  
821 University Avenue  
Madison, Wisconsin 53706  
Or call 608-263-2163; e-mail [carla.anderson@uwex.vilas.edu](mailto:carla.anderson@uwex.vilas.edu)

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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.

Successful candidate will be required to provide documentation of credentials. Prior to appointment to this position, a criminal background check will be conducted. UWEX and the Educational Communications Board complies with the Wisconsin Fair Employment Act with regard to nondiscrimination on the basis of arrest and/or conviction record. An offer of employment is also 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. Individuals of color, women, veterans, and persons with disabilities are invited to apply.