

The Assistant Program Director of WXYZ Radio works directly with the Program Director to curate the sound and execution of all broadcast content to achieve optimal listener experience and consistency across all dayparts, schedules and programs in a manner that supports WXYZ Public Radio's mission.

This is a rare opportunity to work with a dynamic, award winning team as we reimagine the future of our broadcast properties in the fast changing, new reality of today's media consumption and content delivery options. The right candidate will play a significant role in efforts to deepen and expand audience engagement on the radio including use of digital and social media resources.

The Assistant Program Director will be responsible for ongoing research and reporting analysis of ratings data to the Program Director and locally produced programs as a priority for judging the success of our efforts and considering changes to improve results. The Assistant Program Director works across the organization with colleagues in Programming, Operations, News, Digital, Marketing, Membership, Social Media and Live Events.

Responsibilities:

- Short form content management and delivery - review the scheduling and rotation of on-air promotion elements, underwriting credits, interstitial content, fundraising elements, and work with peer managers to insure that all of these elements meet the highest standards of broadcast excellence.
- Review and program the automated hours of operation on all three services, adjusting breaks and flow to optimize listener experience and content flow. Develop ideas and procedures to personalize and maximize listener experience during non-hosted broadcast hours.
- Work with Program Director to maintain and develop routine audience data reporting for all WXYZ produced programs and schedule dayparts. Use all available software and reporting mechanisms from Arbitron and the Radio Research Consortium (RRC) to research and expand the audience data available and identify relevant trends. Work with RRC staff to make best use of available resources for audience data analysis.
- Research, evaluate and recommend Special Programming content for broadcast in scheduled specials slots. Work with outside Producers and Distributors to identify content and placement opportunities for use in curating special programming. Disseminate programming details throughout the organization as warranted. Maintain and distribute the Programming calendar with relevant events and broadcasts.
- Work with Operations Director to assure timely delivery of audio elements and program information for broadcast. Assure optimal promotion of special programming through Promotional and Social Media efforts. Assure that all carriage information is reported to outside producers and distributors.
- Work with Membership department on-air fundraising efforts, including production of pre-taped pledge shows, input on pledge messaging, and possible live, on-air pitching.
- Maintain and update WXYZ website using digital Content Management System with Special Programming details and scheduling changes. Work with Web Editor to develop interactive landing pages for expanded special programming initiatives.
- Manage and submit all routine Music Licensing Reporting for ASCAP, BMI, and Sound Exchange. Work with hosts and show producers to meet deadlines and capture appropriate data required for report submissions.
- Work with Program Director to provide input on and evaluate host and station sound through regular aircheck sessions.
- Work with Listener Services to provide details on Programming specials and changes. Integrate Listener Services programming feedback provided into program and schedule evaluation efforts.

Qualifications:

- Bachelor's degree or equivalent experience.
- Minimum of five years broadcast experience, preferably in public broadcasting.
- Highly collaborative, self-starter who can meet deadlines.
- Ability to pay careful attention to detail and manage several projects concurrently.
- Agility to respond to breaking news situations with appropriate coverage decisions.

- Knowledge of DAVID or other broadcast content delivery system and web based content management software (CMS) helpful.
- Knowledge of Arbitron and RRC software for audience research desirable.
- Production skills and/ or live producing skills useful.
- Experience with non-profit organization management and mission driven work preferred.