

ABC Public Radio is looking for a well-qualified Director of Digital Content, WXYZ.

Description:

WXYZ is seeking a Director of Digital Content to lead efforts that build the foundation for long-term growth of WXYZ as the leading multi-platform digital content provider for classical music content. Incumbent will create a framework to manage the highest level of content distributed through WXYZ's website, fully integrate WXYZ brand and content across all digital platforms, including station/show websites, new broadband content, podcasting, satellite radio, internet radio, HD radio, and mobile casting. Partner with key stakeholders on business development in exploration and negotiation for web and mobile activity and work with Development Department to raise philanthropic funds. The position reports to the Vice President of WXYZ.

The WXYZ Director of Digital Content will work in close partnership with the Chief Digital Officer (CDO) for ABC Public Radio to coordinate all WXYZ strategy and implementation into the broadest goals for ABC Public Radio. Specific partnerships will include, but are not limited to, external business-to-business relationships, new product development, user experience, community building and strategy. In key areas below, where *(VP/CDO)* is listed, these tasks will be coordinated very closely with VP, WXYZ and CDO.

CONTENT

- Manage all content on WXYZ.org, ensuring the highest of artistic and editorial standards, relevance and timeliness.
- Maintain WXYZ digital resources and content taking full advantage of the highest technical standards for security and user functionality. *(VP/CDO)*
- Create distinctive digital cross-platform content, harnessing the full resources of WXYZ's host talent, and other talent within ABC Public Radio.
- Position WXYZ as a primary social media venue and destination within the classical music world, building a large and active on-line community via current social media sites and ready WXYZ for new social media venues as they become viable.
- Set the most appropriate tone, aesthetic and voice for WXYZ.org and all other digital resources.
- For all digital strategies and projects, lead efforts to increase audience loyalty and drive higher traffic to platform, user interface or mobile application. *(VP/CDO)*
- Act as primary advocate for all digital initiatives for WXYZ. *(VP/CDO)*
- Manage WXYZ.org's daily updates, including overseeing the creation of WXYZ original web content, text editing, and programming content for the WXYZ site, including articles, blog posts and other content relating to classical music.
- Oversee and expand WXYZ's social media presence. *(VP/CDO)*
- Syndicate online content for WXYZ, where appropriate.
- Work to create and implement websites and other digital offerings for new WXYZ Radio program launches.
- Develop programs to support membership and underwriting initiatives, in conjunction with NYPR's membership and underwriting departments.
- Develop networking channels by fostering relationships within the media, convergence and cultural communities.

STRATEGY AND BUSINESS DEVELOPMENT

- Initiate and organize strategic planning for WXYZ's digital initiatives. *(VP/CDO)*

- Focus on company-level and multi-platform relationships with ABC Public Radio (NYPR) and beyond.
- Initiate and manage innovative cross-marketing relationships with entities that have access to WXYZ's audience; leverage WXYZ's content to get exposure to partners' markets. *(VP/CDO)*
- Create earned revenue opportunities for digital products and projects. *(VP/CDO)*
- Work with CDO to manage appropriate B2B partnerships, technology development and other compatible relationships outside of WXYZ. *(VP/CDO)*
- Liaise with NPR, PRI, CPB, APM and other public media outlets on digital initiatives for WXYZ. *(VP/CDO)*

TECHNOLOGY

- Keep abreast of new technologies and business models to be able to evaluate their relevance to WXYZ's vision, and integration within the ABC Public Radio family.
- Maintain awareness of industry trends and competitive landscape: design, content, user interfaces, social media, information architecture of Public Broadcasting and other Media and News and Information websites.

MANAGEMENT

- Direct, supervise and coach the WXYZ.org content staff. Develop a diverse and high-quality staff that is well prepared to meet the ongoing challenges of a first-rate institution and content.
- Lead a workplace characterized by mutual respect and open discussion in which all strive for excellence and innovation.
- Work as an integral part of WXYZ's management team and assume a leadership position within ABC Public Radio, throughout the public radio community, and with the media community in (city) and nationally in the advancement of WXYZ's goals.
- Build and develop effective relationships with ABC Public Radio's CDO, directors and staff and manage interdepartmental projects as assigned.
- Bring multiple perspectives to work aimed at distinct and diverse audiences.
- Successfully manage within the established budget as developed by you and approved by the VP of WXYZ.
- Develop and implement clear roles, job descriptions, work flows, processes and staffing levels/structure and schedules to optimize resources and produce the best work.
- Set clear and effective department and individual goals; complete and submit annual goals; provide timely and effective reviews of staff performance.
- Foster an environment of cohesiveness and collaboration with colleagues across all ABC Public Radio departments and with the show partners.
- Comply with and administer WXYZ and ABC Public Radio policies and procedures.
- All other job duties as may be assigned from time to time.

Qualifications:

- 5-8 years' experience in creating and managing digital content to the highest standards.
- Appreciation for classical music and related art forms.
- Active knowledge of the (city) classical music landscape, both for traditional classical cannon and contemporary music.
- Demonstrated track record of growing audience, traffic and community on digital platforms.
- Demonstrated success leading projects from concept through execution.
- Must be a self-starter, highly organized, and able to work with enthusiasm and effectiveness at all levels of the organization.

- Demonstrated portfolio of business development success preferred.
- Experienced manager of financial, operational and creative elements of projects required.
- Proven technical expertise required.
- The intellectual and emotional depth, maturity, self-confidence and interpersonal skills to work effectively with the senior leadership team, colleagues, staff and external partners and provide motivation at all levels of an organization.
- Proven ability to build a cohesive, high-performing staff and work teams and to develop the skills and nurture growth of staff members.
- Excellent communication skills—both oral and written—with an impressive reputation for building and maintaining relationships with people at all levels of an organization, across a diverse range of cultural, generational, ethnic, racial, educational and social backgrounds.
- Bachelor's degree required.

All positions at ABC Public Radio require:

- The intellectual and emotional depth, maturity, self-confidence and interpersonal skills to work effectively with the senior leadership team, colleagues, staff and external partners and provide motivation at all levels of an organization
- Excellent communication skills—both oral and written—with an impressive reputation for building and maintaining relationships with people at all levels of an organization, and across a diverse range of cultural, generational, ethnic, racial, educational and social backgrounds
- Use of a computer, telephone and other office and/or broadcast equipment; ability to communicate effectively through a variety of methods, including but not limited to; Microsoft Office software, internet based applications for internal and external communications
- Affinity for ABC Public Radio; WABC and/or WXYZ content and mission a plus.

To Apply:

To apply for this opportunity, please submit a cover letter, salary requirements and resume online to (email address) with "AC/EA" and your last name in the subject line.

ABC Public Radio must receive all information requested in order to consider your candidacy.

Qualified candidates only please. No calls, no agencies.

Due to the high volume of responses, we are unable to reply to every submission, and only candidates selected for interview will be contacted.

ABC Public Radio is an Equal Opportunity Employer and invites and encourages qualified applicants from all walks of life.