



Latino Public Broadcasting

EXECUTIVE DIRECTOR

Giving Voice to Latino People through Public Media

We are seeking an Executive Director to lead Latino Public Broadcasting (LPB) -- one of the most exciting public media organizations in the country ***giving voice to Latino people through public media***. Our Executive Director will possess skills including outstanding leadership, organizational management, financial acumen, marketing and communications expertise, media production experience, a keen understanding of Latino American culture, creative fundraising strategies, and outstanding communications and interpersonal strengths.

The Organization

LPB, www.lpbp.org, funds public media programs including dramas, documentaries and digital content, which provide impactful stories from a variety of Latino producers across the country. LPB is a nonprofit organization based in Burbank, California, funded by The Corporation for Public Broadcasting (CPB) and private foundations. LPB supports the development, production, acquisition and distribution of public media content that is representative of Latino people, or addresses issues of interest to Latino-Americans. These programs are produced for dissemination to public broadcasting stations and other entities.

LPB brings new audiences to public television with a recognizable impact on a broad range of viewers that complement and challenge existing public television offerings. Created in 1998 by Edward James Olmos and Marlene Dermer, LPB has provided over 200 hours of programming to public television, funded over 100 projects, and organized over 100 workshops, panels & screenings for the advancement of Latino producers to showcase the rich spectrum of Latino-American culture. LPB collaborates with other minority consortia, and works closely with PBS, APT, ITVS and POV to maximize its presence on public television.

The Position

The Executive Director is a rewarding career opportunity for the right person who wants to have a significant impact on the Latino and media communities, and is passionate about increasing support for diversity in public media. This position reports to the Board of Directors; manages consultants specializing in outreach, station relations, community engagement, and funding; and leads a committed team of four employees. The Executive Director has oversight of: fund development strategies, program development, broadcast distribution, new media, community engagement, public affairs, marketing, production, finance and administration, grant administration, new media strategies, and Latino media content. LPB headquarters are in Burbank, California, *however we will consider virtual employment opportunities within the United States for the right candidate.*

The Executive Director also serves as the Executive Producer of our Latino anthology series *Voces* (www.voces.tv), which is produced in-house and also as the Co-Executive Producer of the upcoming six hour series *The Latino Americans* slated for PBS and co-produced by LPB and PBS station WETA.

OUR IDEAL CANDIDATE

We seek a collaborative, dynamic leader who understands the value of public media, and has the desire to make a difference. The Executive Director will be interested and passionate about attracting new voices and audiences to public broadcasting as well as significant experience overseeing the areas listed above. **Other qualifications for this seasoned executive include:**

- A Bachelor's Degree
- A significant number of years of professional leadership and management experience working with senior management, oversight bodies/Boards
- Experience directing a like size organization and responsibilities
- The ability to travel frequently and work a flexible schedule to accommodate organizational needs
- Fluency in Spanish (desirable)



Our ideal candidate will have experience and/or knowledge to successfully perform the following duties:

Leadership / Management / Strategic Planning

- Ensure big picture goals and time-sensitive tasks are achieved
- Inspire, coach, develop and empower a talented staff
- Direct a clear culture and organizational direction
- Manage flexible work schedules and implement organizational policy
- Provide visionary ideas and new opportunities to reach organizational goals

Media and Technology

- Work with international markets and broadcast entities
- Establish relationships with local media industry and community leaders
- Develop and produce television programs
- Partner and collaborate with the U.S. public television system
- Distribute, market and pitch media
- Strong interest in technology and new media (web, mobile, etc) to distribute digital content on multiple platforms

Latino and Diverse Audience/Communities

- Understand, or have knowledge of Latino community issues
- Establish relationships with National and community-based Latino organizations and media outlets
- Serve the advancement of careers for Latinos in media
- Advocate for increased Latino or Latino-American program content to national public broadcasting

Finance and Fund Development

- Oversee a \$1.7 million operating budget
- Manage operations and administration
- Ensure the continued financial viability of the organization through sound fiscal oversight
- Create new funding partnerships and implement creative fundraising strategies

Community Outreach / Partnered Relationships / Public Affairs

- Be the primary spokesperson to the community, US Congress and national public broadcasting organizations on matters related to minority public media
- Work strategically with key partners, advocate for greater minority presence in public broadcasting at industry functions, conferences and seminars
- Raise awareness of public media funding challenges, and increase support for diverse public media
- Champion change with passion and commitment to make a difference in media
- Communicate effectively with stakeholders, media, community leaders, and organizations
- Oversee collaboration with partner stations airing LPB programming

Board and Funder Relations

- Manage Board and funder relations
- Provide timely, concise, clear and informed communications and coordinate Board meetings and reports
- Leverage the professional guidance and knowledge collectively held among members of the Board
- Provide reports, outcomes and organizational details regarding fiscal, programmatic, legislative and administrative matters
- Report accurately on financial and funding progress and challenges

Salary and Benefits: \$95,000 – 110,000 depending on qualifications and experience. LPB provides an attractive and competitive benefits package.

How to Apply:

Send your resume and cover to wendi@wbrowncreative.com, or fax to 866-224-1423

Contact your recruiter, Wendi Brown at:

- 541.858.0376 Phone
- 866.929.WBCP Toll Free

The recruitment will remain open until the needs of the organization are met, with interviews expected in March, 2011. ***Latino Public Broadcasting is an EEO employer***

