



*Where a new generation of voices will be heard,*

*A legacy of public service will grow, and*

*A 21st Century Los Angeles will reflect  
the difference we make.*

## **SEEKING : Executive Vice President & General Manager**

We are seeking an Executive Vice President & General Manager to lead L.A. Public Media – one of the most exciting public media organizations in the country offering new, interactive public media service and community resources. Our Executive Vice President & General Manager will possess a complement of skills including outstanding leadership, organizational management, financial acumen, marketing and communications, and hands-on accountability to build successful funding and community partnerships and effectively communicate with the audience we serve.

## The Organization

L.A. Public Media (LAPM) is based in Los Angeles, California and is a non-profit, noncommercial multi-media platform service (radio, web, video and mobile) producing a new media model offering journalistic content, entertainment, information, and cultural programming from a perspective that values race and ethnicity as the driving force of our coverage. We are positioning ourselves to become the nexus to captivate a younger (25 – 40 year olds), diverse, underserved audience, and equip them with the information they seek and insights to navigate an ever evolving social landscape.

LAPM is a project of Radio Bilingüe and supported through a major grant from the Corporation for Public Broadcasting (CPB). The Executive Vice President & General Manager (EVP/GM) will be responsible for making seamless interface with the parent organization a success. Investing up to \$10 million over five years, CPB anticipates funding core support for initial staffing, research, program development, launch and growth. LAPM has developed a strategic roadmap to reaching our goals for both programming and fund development to take our organization to the next level. The EVP/GM will be a key leader in obtaining these goals and ensuring our success.

## The Position

The Executive Vice President & General Manager is a rewarding career opportunity for the right person who has the desire to make a significant difference in our community. This position reports to the Chief Executive Officer (also the CEO of Radio Bilingüe) and will have several senior management and staff positions as direct reports. Principal responsibilities include strategic leadership and oversight of finance, fund development, human resources, facilities, content, marketing and communications, contract/legal activities, and grants administration for the organization. We seek a collaborative leader who will ensure the cultivation of a culture of teamwork, programmatic integration, and develop and participate directly in the business infrastructure and operations to support our short and long term strategic goals.

The position doesn't require a public media industry background, but a leadership background in media and/or non-profits is a plus. LAPM is still young with start up needs and excitement. It has been moving forward since 2008 and now has a website presence already established and senior content management staff in place. In addition to our current funding sources, the Executive Vice President & General Manager will implement strategic goals to ensure sustainability.

### In the next five years the EVP/GM will:

- Grow a multi-media, interactive digital website launched in September 2010 – [www.laforward.org](http://www.laforward.org)
- Pursue and nurture partnerships with public radio and media outlets to distribute our content on stations and news sites locally and across the country
- Implement a plan to bring curated content from others seeking to serve a like audience
- Implement a marketing plan to build and sustain audience objectives
- Establish on-air broadcasting and fully functioning production facilities
- Operate a 24-hour multi-platform, multi-cultural interactive radio and digital presence including locally-hosted signature programs; music and entertainment; award winning journalism; arts and culture
- Maintain a sustainable revenue model through new membership, fundraising methods and support from foundations, major gifts and underwriters

## **OUR IDEAL CANDIDATE**

You are a seasoned Executive Vice President & General Manager with vision, strategic thinking, strong leadership and team building, outreach, marketing, board and community relations, fund development, writing and hands-on completion of deliverables.

You will have the ability to successfully meet the above organizational goals and...

### **Have**

- An undergraduate degree, masters degree preferred, in Business Administration or closely related discipline
- Significant number of years of professional leadership and management experience working with senior management and oversight bodies/boards
- Directed a like size organization and responsibilities
- Ability to travel and work a flexible schedule to accommodate organizational needs
- Finance and Fund Development
- Preparation and management of an annual operational budget of \$3 - \$5 million
- Ensure the continued financial viability of the organization through sound fiscal oversight
- Fund development: \$500,000 2010/11, with increased growth to \$10 million within five years
- Oversight of multiple vendor, funder and partnership contracts

### **Strategic Planning and Business Acumen**

- Develop and implement organization-wide strategies, initiatives and goals
- A visionary and detail person, sustaining and improving the organization now, while directing today's activities towards tomorrow's growth
- Direct a clear culture and organizational direction, act on it, and impel it throughout the organization
- Provide creative input to the organizational development and strategic plan

### **Leadership / Management / Human Resources**

- Use excellent project management skills to ensure the big picture goals and time-sensitive tasks (your own and delegated) are successfully completed
- Hands-on management of contracts, grants and amendments, including reporting and funder relations.
- Lead multi-disciplinary teams to new levels of effectiveness and organizational impact, overseeing programs, development, operations, finance, stakeholder relationships, staff, and public outreach
- Inspire, coach, develop and empower a talented staff
- Develop and implement operational policies and procedures that interface with the parent organization, and establish efficient and collaborative staff communications
- Guide and recruit a team of staff and consultants to implement the fund development plan and other initiatives to ensure sufficient operational and program success
- Establish contracting and other procedures that promote the value of diversity
- Manage human resources and performance reviews, refine and implement personnel procedure, hiring practices, and other operational infrastructure needed
- Plan and negotiate space needs to accommodate the organization as it grows and develops

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### **Board Relations and Development**

- Leadership role in recruitment of Board members to the organization who will most effectively assist in obtaining our mission, vision and goals
- Organize board meetings
- Provide reports, outcomes and organizational details to executive management and Board
- Provide timely concise, clear and informed communications to Board members
- Leverage the professional guidance and knowledge collectively held among members of the Board
- Report accurately on financial and funding progress and challenges

### **Community Outreach / Partnered Relationships / Communications / Public Relations**

- Partner with the parent company Radio Bilingüe and funding organizations to ensure strong and responsive interface.
- Engage the community so that LAPM is responsive; advocate for the organization
- Be the face of the organization (with other colleagues) and involved leader in our community
- Educate communities about LAPM, increase support for our mission, and continue to improve our success in building our audience

- Develop relationships, expand our network, and create strategic partnerships
- Communicate effectively with stakeholders, media, community leaders, and organizations
- Refine and implement a communications/ marketing strategy that connects the organization with those we want to serve and support our mission
- Experience marketing to and reaching our demographic is desirable
- Actively participate in developing new media partnerships

### **Technical, Media Experience, Industry Specific**

- Strong interest and affinity for technology applications, specifically: web, mobile, fund development, sales and database management
- Profit media industry experience useful
- Demonstrate commitment to quality customer service
- Understand the values of public broadcasting
- Knowledgeable of the multi-ethnic media universe
- Local media industry and community leader connections a plus

### **How to Apply:**

Send your resume and cover to [wendi@wbrowncreative.com](mailto:wendi@wbrowncreative.com), or fax to **866-224-1423**

Questions? Contact your recruiter, Wendi Brown at:

**541.858.0376** Phone

**866.929.WBCP** Toll Free

Apply **ASAP**, as this position will only remain open until the needs of the organization are met.

*L.A. Public Media is an EEO employer*