

DAKOTA MEDIA ACCESS

Executive Director JOB DESCRIPTION

SUMMARY: The Executive Director serves as the chief executive officer of Dakota Media Access (DMA) a 501(c)(3) non-profit community media organization which serves the Bismarck and Mandan area by managing programming, distribution systems, production facilities, and equipment for the area's public, educational, and government media needs. The ED provides vision, leadership, and direction to ensure community needs are met in an evolving telecommunications landscape. Key responsibilities include generating and managing funding streams; serving as DMA's principal spokesperson; and managing DMA staff and operations. The ED reports to a Board of Directors and works effectively in a team environment.

JOB DUTIES AND RESPONSIBILITIES

- **Leading Vision and Direction**
 - Collaborate and maintain close working relationships with the cities' elected officials and staff, community stakeholders, funding partners, and content generators to achieve DMA's mission, vision, and goals.
 - Lead branding, promotion, community engagement, and outreach efforts.
 - Remain current in trends, developments, and best practices in the community media field, and recommend organizational changes to ensure DMA's vitality.
- **Generating and Managing Funding Streams**
 - Prepare and administer annual budget and submission request to the cities.
 - Develop and pursue additional funding streams consistent with DMA mission.
 - Negotiate and ensure contract compliance with cable operator, the cities, and vendors.
- **Managing Operations**
 - Oversee overall operations of production facilities, equipment, media services, and branding activities making changes as appropriate to ensure success.
 - Formulate and implement policies, procedures, and programs for content distribution on DMA's streaming platforms, cable channels, and radio broadcasts.
 - Ensure community media activities are compliant with regulations and statutes.
- **Managing Staff**
 - Create a culture of high performance.
 - Hire and manage the performance of team members for professional growth and to ensure achievement of DMA goals.
 - Facilitate the growth of a pool of engaged volunteers.

DESIRED SKILLS, EXPERIENCE AND ABILITIES

- Proven record of success as an ED or similar leadership role with a minimum of five (5) years of leadership and management experience in the community media field, telecommunications, or non-profit organization(s)
- Demonstrated experience in fiscal administration, strategic and operational planning, marketing/public relations, and human resource development
- Political acumen and skills in engaging with civic and government interests
- Ability to outreach to and work with diverse groups, individuals, ideas, and opinions
- A commitment to and a passion for community media
- Knowledge of federal cable and broadcast regulations, media production techniques, operating rules, training programs, and related matters
- Technology and media literacy
- Strong development and fundraising skills
- Excellent public speaking and written communication skills

EDUCATION AND EXPERIENCE

Any combination of education and experience that provides the skills and knowledge required to qualify will be considered. Desirable education includes college-level study, technical school, or background in communications, business or non-profit administration, mass communications, media production, or a related field.

SCHEDULE / HOURS

The position is full-time, in-person, and requires scheduling flexibility and the ability to work evenings, occasional weekends, or during special events or to meet deadlines.

COMPENSATION AND BENEFITS

Starting salary range \$93,000 to \$103,000, DOE. Paid Time Off (PTO) and holidays, single health plan, Simple IRA, and supplemental insurance are provided.

APPLICATION AND SELECTION PROCESS

To apply, email your resume and a letter of interest to search@freetv.org. Position will be open until filled. Interviews will begin January 10, 2025.

DMA Mission Statement

DMA's mission is to produce, empower, promote, and distribute local programming; provide equipment and technology services; and create collaborations that strengthen the community.

DMA Vision Statement

DMA strives to be a hub for local content that informs, inspires, and educates.

DMA Core Values

- Foster free-speech, public dialogue, and government transparency.
- Utilize new technologies and communications platforms.
- Promote community engagement and entertainment.

For more information, visit our web site at FreeTV.org.