



Position Description:

**Executive Director – TV Santa Barbara
Santa Barbara, CA**

TV Santa Barbara is seeking an Executive Director to lead a dynamic community media center in Santa Barbara, California. TV Santa Barbara began operations as a nonprofit in 2003, carrying on a long tradition of public access in the community.

TV Santa Barbara believes that access plus expression equals power and creates powerful media that advances community. People being able to have a voice allows people to have the power to shape their community. We believe in supporting expression across a variety of perspectives, viewpoints and beliefs, including those from underrepresented segments of the population. People need to have access to a variety of ideas to be informed and open-minded. Community expression on TVSB promotes the idea of an inclusive democracy through media.

We provide everyone in our community with access to media production technology for the creation, sharing, and consumption of knowledge and ideas. TV Santa Barbara provides the means for diverse individuals to tell their stories, hear each other's stories, and create new stories together so what sets us apart may bring us together as one community.

TV Santa Barbara is all about community. We help those who help others by offering nonprofit organizations the tools to reach out, create awareness, and gain supporters for their work.

TV Santa Barbara is the place where expression and the tools for execution meet. We believe that creativity is vital to the soul of the community and every individual. We foster a safe environment for the development and expression of ideas. We provide training programs for all ages to learn how to use media to express their ideas.

TV Santa Barbara's mission is to empower people to make media that matters. We do this by providing community members with the knowledge, resources, and tools to create and distribute their own original programming content.

Santa Barbara is located along the coastline between the Santa Ynez Mountains and the Pacific Ocean. With a temperate Mediterranean climate, Santa Barbara has been promoted as the "American Riviera". A popular tourist destination, Santa Barbara is surrounded by beaches, wineries, recreational activities, museums, and cultural activities.

Summary Description: Under the direction of the Board of Directors, the Executive Director serves as the chief executive of TV Santa Barbara (TVSB). Key duties of the Executive Director include:

- Expanding the vision for TVSB through development of future-focused services and technology that responds to the changing needs of the Santa Barbara community.
- Represent TVSB externally, communicating the organization's vision to community leaders, funders, and elected officials.
- Implement and expand programs and services to meet the needs of Santa Barbara residents and nonprofit organizations.
- Inspire the participation of community volunteers and organizations in TVSB activities.
- Develop community relationships to foster support for TVSB program activities.

TVSB seeks a proven leader who is dedicated to providing access and resources to Santa Barbara communities that are underserved and underrepresented in traditional media. We seek a flexible person with sound judgement in decision making, who is also a big-picture thinker to drive a compelling vision for TVSB in the future.

A leader with strong communication skills, this person must have a proven track record of collaborating with key stakeholders to ensure that goals are achieved. Career experience in a senior leadership position in an organization with a similar mission is a plus, but is not required.

Essential Duties and Responsibilities:

Responsible for all TVSB activities, including operations, procedures, preparation of annual budgets and financial reports, acquisition and maintenance of equipment and physical plant.

Identify, hire, and supervise staff personnel positions as needed.

Secure funding sources, oversee preparation of grant applications, and initiation of fund-raising campaigns.

Monitor ongoing expenditures and receipts.

Formulate and implement TVSB's outreach, marketing and public information campaigns in line with the strategic brand identity to promote programming and other TVSB activities.

Serve as spokesperson for TVSB with governmental units, foundations, and the public.

Maintain close working relationship with elected officials, nonprofit organizations, schools, libraries, civic organizations, and local businesses.

Additional Duties and Responsibilities:

Negotiate and assure compliance with all TVSB contracts, and assure that TVSB meets standards and reporting requirements imposed by funding sources.

Prepare agendas for TVSB Board of Directors meetings and provide all relevant information.

Advise the Board of Directors on relevant federal, state, and local legislation, and on industry best-practices.

Assure that all operations comply with applicable federal, state, and local laws.

Establish personnel policies, maintain a positive working relationship among staff members, assure that staff members receive appropriate training, demonstrate fairness in dealings with staff members and people served, and employ progressive discipline as needed.

Expand, sustain, and administer an active volunteer and community producer program.

Oversee all necessary program scheduling procedures.

Oversee workshops, training sessions, and special projects.

Keep informed of trends, issues, events, and developments within the community media field through professional peer contacts, conference attendance, etc.

Work constantly to improve and enhance the services offered by TVSB, and evaluate its capacity to serve and meet the needs of Santa Barbara County residents and organizations.

Minimum Employment Standards and Requirements:

Education/Experience

Bachelor's degree from an accredited college or university, or equivalent experience.

A minimum of five (5) years of management or supervisory experience in the community media field, public administration, communications, nonprofit, or a related field, or any equivalent combination of training and experience which provides the desired knowledge and skills.

Must have achieved a senior level position in an organization or department.

Knowledge/Skills:

Extensive knowledge of or experience in the cable TV/community media field, including federal, state and local cable regulations, program production, operating rules, training, and related matters.

Demonstrated experience in fiscal administration, planning, nonprofit organization management, marketing/public relations, and human resource development.

An understanding of municipal budget processes, fundraising, and financial development.

Personnel management experience, including responsibility for hiring and termination.

Excellent public speaking and written communications skills, including the ability to initiate, develop, and maintain good relationships with a broad range of people.

A sound business approach to identifying and solving long-range problems and issues, an understanding of financial management, and the design and implementation of control systems.

A commitment to facilitate artistic expression and the constitutional rights of free speech.

Ability to outreach to and work with diverse groups, individuals, ideas, and opinions.

Demonstrated self-confidence and sound judgement sufficient to handle challenges.

Desirable Qualifications:

Knowledge of, commitment to, and a passion for the mission of PEG access and community media.

Work experience with local government agencies, educators, and community groups.

A strong commitment to helping the residents and organizations of the Santa Barbara community.

Ability to empower and delegate to others without micromanaging, and to keep staff engaged through reviews and meaningful two-way dialogue.

Proven successful track record in fundraising, including short- and long-term planning, grant writing, and the ability to cultivate prosperous relationships with the funding community.

Executive level experience in leading a nonprofit organization, preferably in non-commercial community media.

Experience and comfort with the use of social media tools for marketing purposes.

Experience in dealing with conflicts with board members, staff, elected officials, and the public in a professional manner.

Verbal and writing skills that reveal an ability to communicate with and make presentations to various business, academic, community, and government organizations.

Experience in working effectively with diverse populations.

Demonstrated ability to develop and coordinate active outreach/volunteer programs.

Anticipated Employment Starting Date: November 2017

This job description should not be construed to imply that these requirements are the exclusive standards for the position.

The starting salary will be appropriate for a community media center of this size in this location, based upon the applicant's qualifications and experience. Salary range of \$75,000 - \$90,000/year. A benefits package is also included.

Applicants must submit:

(1) a detailed letter of introduction (describing the degree to which their experience, knowledge and skills match the identified duties and responsibilities, minimum employment standards and requirements, and desirable qualifications of this position);

(2) a current resume; and

(3) a statement regarding the applicant's salary and benefits requirements.

Submit the application materials described above as PDF format attachments to an email message – to The Search Committee, edsearch@tvsb.tv with the position title and your name in the subject line.

Applications must be received no later than 5:00 pm (PDT) on Friday, August 25, 2017.