

Position Description
INITIATIVE MANAGER
THE COMMUNITY'S AGENDA
Public Television Major Market Group LLC

The Public Television Major Market Group (PTMMG) is looking for a dynamic professional or organization to manage a groundbreaking engagement initiative that will impact communities nationwide through the work of member stations in their local communities. The foundation of this initiative is the alignment of public media resources with external community resources.

The vision of The Community's Agenda is forming networks of people and resources to address important community issues. The power of public media combines our expertise in content production, sophisticated broadcast and digital media distribution, and community collaborations in helping our nation to grasp and confront important issues. The Community's Agenda takes this beyond a single community by working through consortia of PTMMG member stations. We generate greater understanding of the issues that need attention in our communities and create impact by mobilizing people and organizations to address these issues.

The diversification of the media in recent years provides opportunities for participating stations to become more significant institutions in their communities through The Community's Agenda.

- Non-profit, education and governmental organizations are:
 - ✓ Increasingly interested in using media to further their missions, yet their inexperienced implementation is too often ineffectual; and
 - ✓ Too often characterized by fragmented approaches to solving problems, limiting impact.ⁱ
- Public broadcasting organizations bring to the table:
 - ✓ Ideal positioning to be a major convener of community organizations for collective impact;
 - ✓ Both the “megaphone” of broadcast distribution to large audiences and the much more targeted distribution of digital platforms;
 - ✓ Decades of expertise in producing effective and appealing communications, and
 - ✓ A confident vision of proactive partnerships with each other and with appropriate organizations in our communities that will help shape the future of those communities through positive and measurable outcomes.

POSITION SUMMARY

The Initiative Manager will:

- Be responsible for managing the development, coordination and execution of The Community's Agenda;
- Manage and execute the day-to-day operational components of this project and serve as the PTMMG's eyes and ears;
- Captures and analyzes learning from the three pilot initiatives in order to replicate the model in other locations and content areas;
- Be the primary liaison with the participating PTMMG members, and

- Work collaboratively with team members located in multiple communities in cross-functional disciplines to ensure that the initiative achieves intended outcomes and creates community impact.

THE COMMUNITY'S AGENDA OUTCOMES

The desired outcomes of The Community's Agenda Initiative include:

- Citizen understanding and empowerment around the issues addressed by The Community's Agenda;
- Increasing the capacity and significance of participating PTMMG members in their communities, and
- Enhanced sustainability of public media industry and individual organizations.

RESPONSIBLE TO

President and Executive Director of the Public Television Major Market Group

DURATION AND LOCATION

This will be a contract for services with the following deliverables, the duration of which is anticipated to be one year. There is no specified location for this position.

DELIVERABLES

- Successful management and execution of day-to-day operational components of project;
- Development of a written plan to attract funding for The Community's Agenda;
- Identification, cultivation and coordination with member stations of new funding sources for The Community's Agenda;
- Identification and analysis of things learned from the three projects in a form sharable with other organizations in order to encourage replication in other locations and content areas;
- Coordination of the development of written documents and the framing of project impacts and outcomes;
- Consultation and collaboration with participating member organizations in developing project plans, budget, timelines, and assist in monitoring progress and evaluation of project;
- Coach, guide and manage the participants efforts in the creation of local projects;
- Organization of regular group webinars/calls with participating member organizations for sharing best practices, information and identifying possible shared resources and collaborations;
- Organization and management of regular project team meetings, and
- Assistance to the President and Executive Director in developing strategies to increase the scale and sustainability of The Community's Agenda beyond the three initial projects.

COMPETENCIES

- Experience in community engagement within the non-profit or government sector (such experience within public media is a plus);
- Experience in developing and writing plans for new business opportunities;

- Proven leadership ability including ability to create clarity and impact while promoting a team atmosphere, motivating participants, and working collaboratively with multiple participating member stations from a distance in a timely fashion;
- Demonstrated experience in developing and implementing communications and change strategies that are effective and culturally sensitive;
- Experience working closely with public media organizations in a professional capacity;
- The ability to manage multiple priorities simultaneously and demonstrated strong organizational skills; and
- Familiarity with media content development, and social media for organizational uses.

REQUIRED QUALIFICATIONSⁱⁱ

- Five or more years of experience in project management including resource management and staff supervision;
- Significant experience in working with public media organizations;
- Significant experience working with non-profit, educational, healthcare, or social service organizations;
- Significant experience in developing innovative partnerships (such experience pairing public media with non-public media non-profit and tax-based organizations highly desirable);
- Exceptional communication skills and demonstrated experience in writing business plans, proposals, reports, and presentations;
- Strong strategic thinking and analysis capacity;
- Exceptional interpersonal and collaboration skills;
- Ability to manage and work within a budget.

CONTACT

Dennis L. Haarsager, President and Executive Director
 Public Television Major Market Group
 PO Box 617
 Purcellville, VA 20134
haarsager@gmail.com | fax 866-587-3403

ⁱ See John Kania and Mark Kramer, “Collective Impact,” *Stanford Social Innovation Review*, Winter 2011.

ⁱⁱ Organizations submitting applications should identify a principal for the contract and provide the competencies and qualifications for that individual. More than one individual may execute the contract, however.