

## Vermont Public Radio Job Description President & CEO

**Job Title:** President & CEO  
**Department:** Administration  
**Reports To:** Board of Directors  
**FLSA Status:** Exempt  
**Revision Date:** 8/1/08  
**Approved By:** MAV  
**Approved Date:**

### SUMMARY

The leader of the organization on a daily basis, speaking to the public as its spokesperson when necessary. Ultimately responsible to the Board of Directors for all aspects of VPR's operations, the ongoing development of the organization's culture, and the fulfillment of its mission. Works with the Board on the development of the organization's strategic plan, embodies the vision in the plan, and leads the organization to its successful implementation.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

Essential Duties and Responsibilities	Excellence in this Position
Establishes annual goals for the organization as a whole (with the approval of the Board) and for each Department, then monitors progress toward those goals as a part of the fulfillment of VPR's Strategic Plan.	Demonstrates support for the goals by allocating resources, highlighting successes, and regularly engaging staff and listeners in support for the mission and strategic plan at every opportunity.
Creates and maintains a strong positive relationship with the Board. Provides the Board with all relevant information that will help them govern the organization, set appropriate policies, and develop the organization's strategic plan. Leading the department heads, the President helps create the details for the plan and implement it.	Develops and maintains a strong relationship with the Board of Directors, especially the Chair and the heads of the Board committees. Helps the Board continually raise its sights, both for the organization and itself. Works with the Chair to develop an ongoing effort to strengthen the Board.
Represents VPR to the listening community, explaining new initiatives, listening to concerns and suggestions, and leading the development of a positive relationship with the community.	Serves as a public ambassador for VPR, both formally and informally. Helps listeners and potential listeners connect with VPR. Visible in fostering open and candid relationships with VPR listeners, contributors, and supporters.
Represents VPR to the national public radio community as Authorized Representative to NPR. Maintains strong working relationships with relevant regional, national, and international organizations. Develops contacts within this network who can be helpful to VPR as needed.	Effectively works to strengthen the public radio community nationally. Recognized by peers for knowledge of the craft, demonstrated expertise and success, and commitment to the cause. May hold leadership positions in national organizations involved with public radio. Brings increased opportunities to VPR as a byproduct to these efforts.
Actively cultivates and solicits major gifts for VPR's current and future needs.	Raises significant financial support for new programs and projects as leader of VPR, working closely with the development staff in the process to personally ask for gifts.

Essential Duties and Responsibilities	Excellence in this Position
Continually identifies and researches potential external opportunities and threats to the organization.	Understands deeply and communicates effectively the impact of political shifts, economic and demographic trends, and technological advances on the development potential for VPR. Seen as a key resource to the Board in areas of expertise.
Continually identifies internal strengths and weaknesses, successes and failures within the organization, then designs responses that build the organization's effectiveness.	Demonstrates a commitment to the continuous improvement of VPR's ability to fulfill its mission and vision. Demonstrates and encourages creativity and enthusiasm for this work. Demonstrates a thorough understanding of the organization's dynamics. Develops responses as needed to address problems and make improvements.
Develops the atmosphere and culture of the organization.	Models a high level of commitment and dedication to the mission of VPR and public radio, a high level of energy, and an obvious enthusiasm for the work of VPR. Acts consistently with the highest standards of journalism, business ethics and personal integrity. Preserves confidentiality appropriately. Demonstrates an understanding of how an organization's culture is modified. Recognizes and strengthens the most effective parts of the culture. Identifies areas to develop or change VPR's culture and develops effective ways of encouraging those changes.
Recruits, manages, evaluates, and develops VPR's core management team.	VPR's core management team works well together. Conflict is managed constructively. Individual managers are encouraged and assisted to develop their skills and abilities. Clear and high expectations are conveyed to the managers, helping VPR strive for excellence and continuing improvement. A succession plan has been developed
Assumes ultimate responsibility for managing the annual budget.	Demonstrates a thorough understanding of the budget and financial models. Manages resources effectively to reach and exceed annual goals. Stewards resources with prudence and accountability.

**EXCELLENCE IN THIS POSITION** includes the following:

1. A high level of commitment and dedication to the mission of VPR and public radio. Personally volunteers financial support and time to the cause of public radio, and leads others by example.
2. A high level of energy. An obvious enthusiasm for the work of VPR. Outgoing, friendly with co-workers, and demonstrates an appropriate sense of humor.
3. Acting consistently with the highest standards of journalism, business ethics and personal integrity. Preserving confidentiality appropriately. Stewarding resources with prudence and accountability.
4. Serving as an excellent ambassador for VPR, both formally and informally. Helping listeners, potential listeners, and donors connect with VPR. Holding leadership positions in the community on boards, committees, and through general volunteer opportunities.

5. Facilitating excellent communications across departments, among employees, with the Board, with the public, with relevant national organizations, and with suppliers. Fostering open and candid relationships with VPR listeners and contributors. Managing conflict constructively.
6. Demonstrating a commitment to the continuous improvement of VPR's ability to fulfill its mission and vision. Demonstrating and encouraging creativity and enthusiasm for this work.
7. Effectively working to strengthen the public radio community nationally. Being recognized by peers for knowledge of the craft, demonstrated expertise and success, and commitment to the cause. Holding leadership positions in national organizations involved with public radio. Bringing increased opportunities to VPR as a byproduct of these efforts.
8. Expressing consistent, high performance expectations for themselves, their department, VPR's leadership, and VPR. With staff: helping them develop a high level of commitment to their mission and excellent teamwork. Helping develop employee skills and abilities, mentoring well, and helping employees realize their professional goals. To the extent possible, helping develop the next generation of leadership at VPR and creating a viable succession plan for their department. Attracting and retaining great employees.
9. Developing a broad understanding of all of VPR's departments sufficient to collaborate effectively with peers, ensure excellent communication and teamwork among departments, contribute significantly to VPR's general management, and help other managers do their jobs more effectively.
10. Working with the Board Chair in ways that make him/her more effective.

### **SUPERVISORY RESPONSIBILITIES**

Directly supervises the executive management team and Executive Assistant. Responsible for their performance reviews.

### **POSITION REQUIREMENTS**

**Education and Experience:** Bachelor's degree and at least 15 years of relevant experience in public radio.

Several years of managerial experience in a department of a public radio station. Experience managing significant budgets. A broad understanding of the technologies of broadcasting and the new media which VPR is and will be using

**Essential Skills:** Capable of communicating an organization's vision for its development in a compelling way. Understands organization and cultural dynamics. Understands the process of change management. Strong communications (written and verbal), and interpersonal skills required. Demonstrated ability to work collaboratively.

**Physical Demands:** While performing the duties of this job, the employee is regularly to talk, hear, walk, sit for extended periods, travel, and occasionally stand, use hands to feel and hold, and reach with hands and arms. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, far vision, and ability to adjust focus. The ability and stamina to travel extensively, both by driving and flying, is essential. The environment for this position is primarily in offices, the studio, or other indoor venues. (The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.)

*Please note: This is not an all-encompassing statement of this position's responsibilities. While it attempts to be comprehensive, new responsibilities may be assigned to this position at any time.*