

POSITION GUIDE

Job Location:

WMHT-TV
4 Global View
Troy NY 12180

POSITION:

Title: Director of Community Engagement & Education
Department: Community Engagement & Education
Type: Full Time, Exempt
Reports To: VP, Chief Content & Engagement Officer

BROAD FUNCTION:

At WMHT, we provide multi-platform educational content and community engagement that empowers people to be informed and active members of our community. We strive to create a workplace culture that values diversity of perspective and lived experience. We provide a place where people are supported to do their best work.

WMHT seeks a Director of Community Engagement & Education who will lead the station's community engagement efforts and manage educational services provided in our viewing area and beyond. The Director of Community Engagement & Education is tasked with creating strategic partnerships that will enhance our service to the community and amplify our work; leading the creation of educational content that will serve educators, learners and families; and establishing a project management structure that will effectively guide, communicate and align project, departmental and organizational goals.

Community Engagement at WMHT drives the work that we do as we serve our community through trusted, unbiased, multi-platform media that meets our audiences where they are and delivers high-quality information that reflects the diversity of our region. The Director of Community Engagement & Education is a leadership position that will innovate how WMHT serves our community, through partnerships, technology and outreach. The Director of Community Engagement & Education actively shapes WMHT's efforts to serve our entire community, with a particular focus to diversity, inclusion and creating a culture of belonging.

The Director of Community Engagement & Education helps our staff actively listen to the needs of our community and respond strategically across all platforms, building audience and increasing the impact of our work. The Director

works with the Chief Content & Engagement Officer to execute a strategic vision for community engagement efforts that align with the mission of the organization. The Director of Community Engagement & Education will manage and lead education and engagement staff, hiring as necessary to serve families, teachers and our community.

The Director of Engagement & Education manages the communication of the station's education and engagement efforts through the WMHT website, newsletters, grant submissions and reporting as required. The Director manages WMHT's Community Advisory Board and Learning Services Advisory Committee.

This position is public facing. The Director of Engagement & Education leads station activities, presents to the community advisory board, the board of directors, and represents WMHT at community events. The successful candidate will have a passion for service to the community through their work.

SPECIFIC OPERATIONAL RESPONSIBILITIES:

- Manage education and engagement staff, hiring as necessary to serve families, teachers and our community.
- Direct WMHT's presence on PBS Learning Media and strategically guide awareness and utilization of PBS Learning Media in the community
- Plan and execute events & screenings (virtual and in-person)
- Attend and host research meetings with community members and organizations
- Lead WMHT's efforts to serve our entire community, with a particular focus to diversity, inclusion and creating a culture of belonging.
- Manage newsletters, presentation materials related to station engagement and education efforts
- Project Management and grant writing.
- Manage WMHT's Community Advisory Board efforts, including recruiting new members

GENERAL RESPONSIBILITIES:

- Manages engagement and education efforts in the community and on all WMHT platforms
- Assists in station-wide projects, working collaboratively across departments to achieve the highest quality finished product

- Maintains working knowledge of the public media system, attends training sessions as assigned and helps coordinate professional development opportunities for engagement and education staff.
- Adheres to integrity standards set by the company
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REQUIREMENTS:

- Bachelor's degree in communications, education, marketing, related field, or equivalent work experience
- Commitment to the mission and goals of public broadcasting
- Strong commitment to excellence; ability to work successfully either independently or as a team member
- Ability to maintain a flexible schedule
- Strong communication, project management and interpersonal skills
- Ability to work cooperatively with people at all levels in the organization and with a wide variety of people in the community
- Experience with managing community events and community partnerships
- General knowledge of New York State Educational Standards preferred

Salary Range is \$55,000 - \$65,000 per year.

To apply, please email a cover letter and resume to vbelden@wmht.org or mail to:

**Valerie Belden
WMHT
4 Global View
Troy, NY 12180**

WMHT Educational Telecommunications is an equal opportunity employer. The community and audience we serve is diverse, and we wish to foster that diversity in our workplace. Toward that end, WMHT does not discriminate against individuals in hiring, employment or promotion on the basis of race, religion, color, sex/gender, gender identity and gender expression, age, marital status, national origin, sexual orientation, citizenship, handicap or disability, veteran or military status, political belief, pregnancy, genetic information or any other characteristic protected by law.