

Position Specification and Description
President and CEO
Public Media in Rhode Island

The Organization

An exciting, new public media organization is planned for Rhode Island and Southeastern Massachusetts -- reaching audiences through digital, radio, television, and other multiplatform channels. The merger between Rhode Island PBS and The Public's Radio (NPR) has been approved by the boards of directors of the respective organizations and is pending governmental approvals. The merger is expected to be finalized in the spring of 2024.

The newly merged entity is seeking a visionary President and CEO to create an innovative and dynamic 21st century public media institution.

The Public's Radio (TPR) and Rhode Island PBS (RIPBS) are both trusted and respected institutions that have long traditions of high-impact storytelling for the communities served and beyond. They are combining resources to elevate the impact of the new organization's talented team and to seek growth opportunities. This comes at a time when public media in Rhode Island and across the nation are experiencing transformational changes in technology, audience trends, content creation and distribution.

The new entity is envisioned as an independent, trusted source for news, investigative journalism, education, and entertainment with special focus on politics, the arts, sciences, the environment and history. With an operating budget of \$12M and an investment fund of close to \$100M, the merged company will serve existing and expanded audiences across Rhode Island and Southeastern Massachusetts.

Headquartered in Providence, RI, the new CEO will live and work in a city characterized as one of the 25 best places to live in the East Coast in 2023-24 (*US News, May 2023*). The city is homebase to a number of major employers and several universities and colleges.

Rhode Island and Southeastern Massachusetts are areas where a new leader can quickly make a difference and have a profound impact on the way citizens engage. It's a region that "punches above its weight academically," with a long history of open-minded and independent-thinking residents. The region includes a rich array of communities and villages and is known for its natural beauty, picturesque scenery, and pristine coastal regions. Rhode Island and Southeastern Massachusetts are home to some of the region's most charming towns, historic sites and a unique arts, culture and food scene.

Position Overview

This is an opportunity for an innovative leader with a proven track record to create a next generation public media model. The newly merged company will be a multiplatform, integrated, public media organization (digital, radio and TV) that accelerates our capacity to seamlessly deliver fresh, relevant content to new and existing audiences. The leader will develop a new strategy, recognizing rapid changes in the media landscape and the opportunity for creation of content and services, with a focus on local news and culture. Our goal is to move the organization to become a more central part of the entire community we serve – reflecting and empowering community stakeholders, students, life-long learners, and new audiences who appreciate high-quality programs and services, delivered on the most innovative platforms available.

The President/CEO is responsible for overseeing the administration and strategic plan of the organization. They will ensure financial sustainability through grants acquisition, direct fundraising, marketing, sponsorship, and community outreach. The President/CEO will also lead the growth of the organization and expand the mission by establishing new revenue opportunities, building relationships throughout the community and with a diverse group of stakeholders will guide the new organization and optimize the impact of internal talent.

Vision, Mission, and Organization Strategy: Works with the board and staff to develop a vision for a wide-ranging 21st century public media institution and ensures that the mission to effectively deliver innovative, relevant, and creative programming is fulfilled through strategic planning and robust community and stakeholder engagement.

Organizational Leadership: Creates a diverse, inclusive and team-based organizational culture built on our person-centered values of respect, openness, transparency, communication, collaboration, and innovation. Attracts, recruits, leads, develops, mentors, and motivates a diverse staff ensuring everyone is connected to the organization's mission, vision, and shared values.

Creative Innovation: Leads with an entrepreneurial approach, inspires others to look at future trends and techniques to deliver inventive original programming, education and services to the viewership and the community at-large. Develops a priority on research and development as a driver of innovation.

Audience Engagement: Invites and empowers audience members to be part of a growing community focus, as a convener and a source of local news, education and information.

Journalism and Civic Leadership: Places a strong emphasis on fact-based journalism and coverage of politics, the arts, sciences, the environment, education and history. Expands current

efforts through additional editorial partnerships with like-minded local news sites and newspapers and forward-looking platforms that meet viewers and listeners where they are.

Public/Private Partnerships: Advocates for the mission, vision, and values of the organization as the primary liaison to the public, government, affiliated organizations and other stakeholders. Establishes and maintains relationships with many diverse organizations throughout the state to strategically enhance the organization's mission.

Financial Performance and Viability: Seeks new operating revenue opportunities. Ensures the fiscal integrity of the organization to maximize resource utilization.

Fund Development/Fundraising: Raises funds and directs the grant process; develops resources and funding streams to support the mission, including new revenue streams.

Leading Change: Spearheads the development, communication and implementation of effective growth strategies and processes. Integrates the entities, systems, people, and processes; supports individuals through the transition.

Operational Management: Oversees and implements appropriate resources to ensure that the operations of the organization are run efficiently.

Board Relations: Works closely with the Board to fulfill the organization's mission. Develops collaborative relationships with the Board of Directors providing proactive communications, support to committees and leadership in the strategic planning process.

The Voice of Public Media in Rhode Island and Southeastern Massachusetts: Works closely with other professional, civic, and private organizations; is active and visible in the community and the state; serves as the chief advocate, champion and spokesperson for Public Media in our geographic market.

Collaborates with Public Media organizations nationally – Both RIPBS and TPR work at a high level within the public media system, and are recognized for their original content which is often utilized by national entities. The CEO will continue to represent the Rhode Island station group to the system, identifying innovative, replicable ideas and best practices from around the nation.

Experience and Education

The preferred candidate will bring significant experience in a senior leadership role and with a demonstrated ability in managing innovation and change.

A true collaborator and an inclusive leader, the ideal candidate will bring strong business acumen, a track record of developing a strategy and shared vision in a collaborative manner

with key stakeholders and the demonstrated ability to execute a plan and deliver results. Experience in leading an organization and reporting to a board of directors is strongly preferred; Ideally they would have non-profit leadership experience and a knowledge of or experience in the media/related industry.

Significant experience leading an organization through change or has taken an organization in a new positive direction (e.g., digital transformation, new audiences, strong community engagement, strong in developing and implementing strategic plans, etc.).

- Must have experience creating a diverse, team-based work environment in collaboration with staff.
- A proven track record of building innovative organizations. Experience in the media or related industry preferred.
- A track record of building and leveraging relationships within and among a diverse group of stakeholders, such as community, government, non-profits and businesses is required.
- Bachelor's degree required. Advanced degree, relevant continuing education, etc. preferred.
- Fiscal management experience required.
- Fundraising of public and private funds required.

Key Competencies

The preferred candidate is a consensus builder who will strengthen relationships among all internal and external stakeholders. They will engage board members, staff, volunteers, donors, funders, partners, public officials and the community around the mission and commitment to public media.

The President/CEO should possess the following attributes:

- Have a passion for creative fields of work, such as media, advertising, marketing, etc.
- The ability to convey a vision of the organization's strategic future to all stakeholders. Can inspire and create excitement around the mission, move it forward and engage others to get involved.
- Ability to transform and integrate businesses and organizational cultures.
- Fundraising/sales chops.
- Committed to diversity, equity, inclusion, racial and social justice.
- Appreciates and understands the critical importance of local news and journalism and their links to maintaining a healthy democracy.
- A true delegator who will empower staff to take calculated risks, be accountable and encourage their professional and intellectual growth.

- Excellent oral, listening, and written communication skills.
- Flexible, adaptable; open to new ideas and able to anticipate the changing landscape in the media sector and develop creative solutions to our business challenges.
- Transparent in actions; personal integrity, honesty, and respect for others as demonstrated throughout their career.
- Uses sound judgment in decision-making with the long-term success of the organization in mind.
- Ability to make tough decisions through the lens of business analytics and in-line with our mission.
- Strong organizational skills.
- Comfortable with public speaking, facilitating, and presenting to groups.
- Strong financial management, budgeting, business acumen and planning skills.
- Ability to raise funds and develop funding sources.
- Familiar and proficient with technology to ensure efficiencies.
- A fundamental belief that public media serves all of the people of Rhode Island and Southeastern Massachusetts.
- A leader who will bring early victories and develop collaborations.
- A charismatic leader with the ability to coach, persuade, and motivate.

NETA Consulting is partnering with the organization's search committee for this national search. For additional information, please contact Linda O'Bryon (linda@netaconsulting.org) or Milton Clipper (Milton@netaconsulting.org). Candidates should submit applications to Apply@netaconsulting.org. Please include a letter of introduction, your resume and a one-page vision statement for leading the new organization in Rhode Island. For optimum consideration by the search committee, applications should be received by March 1.

The organization is an equal opportunity employer and fully committed to a culturally diverse staff to better serve our community. People of color, women, LGBTQ candidates, and people of diverse backgrounds are strongly encouraged to apply.