



SAN DIEGO STATE
UNIVERSITY

**San Diego State University
Seeks candidates for the position of**

KPBS General Manager

During these times of unprecedented change in the media landscape, [KPBS](#) seeks a dynamic, forward-looking leader. We invite applications for the position of General Manager of KPBS, which includes KPBS TV (four channels), Radio 89.5 and 97.7 and digital platforms. With its commitment to trusted news, entertainment, information and storytelling, KPBS is poised and ready to head into the future: [Service and Content Report](#). KPBS is a service of San Diego State University, a part of the California State University system and the oldest higher education institution in San Diego. As the nation's eighth most populous city, San Diego's prime location on the Pacific Coast and its proximity to the U.S.- Mexico border have contributed to its growth and rich history.

Through management of staff to achieve strategic objectives, the General Manager is responsible for maintaining KPBS' sound financial stature through strong fundraising performance and successful stewardship of resources. By establishing and stewarding relationships with local and national government officials, the value and appreciation of KPBS are enhanced. The General Manager also initiates and guides work that maximizes the collaborative efforts between KPBS and content partners across the region, within the University and beyond. Leadership efforts are significantly focused on building organizational capacity and leveraging emerging opportunities through work with external and prospective partners including diverse educational, not-for-profit and civic organizations. The General Manager engages with the KPBS Community Advisory Board. Leading and assessing KPBS diversity, equity, and inclusion efforts are key objectives, reflected in recruitment and retention of staff and programming and outreach to diverse communities and community partners.

Overseeing a unit of approximately 200 staff, including six direct reports, the General Manager reports to the SDSU President, Adela de la Torre, Ph.D., and is responsive to the Vice President of Business and Financial Affairs for day-to-day supervision.

With leadership responsibility for operating and capital budgets of more than \$37M from

multiple and variable revenue sources, the General Manager oversees University, state and federal government funding; audience support; major and planned giving; grants, business sponsorships, special events; and sales of goods and services. The General Manager secures funding for capital projects, news and programming, and other station-wide priorities. The General Manager also leads annual and ongoing advocacy efforts at the state and federal levels. Additional responsibilities include leadership of staff development, performance and compensation design, diversity, equity, and inclusion practices, and envisioning and pursuing future services.

Key Responsibilities

Bring Vision and Leadership to:

- The provision of public media services for the region
- The strategies guiding content creation to enrich the impact of public media and protect the KPBS brand and that of public media
- Maneuver media landscape evolution and ensure for the engagement of diverse and new generations of media consumers
- Collaboration with K-12 partners and campus-based educational initiatives that can be pedagogically enhanced or can increase access through the resources of broadcasting and online delivery
- Outreach to community-based organizations and institutional partners to develop prospective public media projects
- Advocacy for state and federal financial support and for legislative initiatives for the benefit of public broadcasting
- Expression of institutional values that assure access to programming, excellence, transparency, sustainability and staff success, recognition and development
- Editorial integrity and independence in all work
- Staff the newsroom to meet the growing needs of our diverse audiences and assure for a diverse, inclusive, welcoming and positive workplace for all employees

Administrative Leadership

- Ensure for a nimble, responsive and continuously improving organization that will build upon successes while being prepared to seize new opportunities
- Provide strategic and operational direction for the Finance/Business Affairs, IT/Facilities/Digital, Content/Communications, Engagement/Development staff
- Ensure compliance and reporting to Federal Communications Commission (FCC), Corporation for Public Broadcasting (CPB), National Public Radio (NPR) and Public Broadcasting Service (PBS), University, state and other federal reporting requirements including an annual financial audit
- Provide leadership for staff recruitment, diversity, equity, inclusion, compensation and professional development practices toward greater organizational capacity and effectiveness
- Provide leadership for oversight of significant endowments and other designated

accounts to provide reliable and sustainable funding streams in accordance with industry best practices

Represent the University's Interests in Broadcasting and New Media Technology

- Provide information, advice and counsel to the University President and senior staff on public broadcasting and media issues
- Engage with the Advisory Board on issues related to the station's strategic plan, fundraising, advocacy, and community engagement. Additionally, the GM will work closely with the Advisory Council to seek their expertise and insight in reviewing the operating and programmatic goals of the station to ensure these goals are meeting the needs of the communities served by the station
- Act as the primary institutional representative to state and national organizations including other public and commercial broadcast entities
- Develop and exert influence in national organizations' policy and practice as they relate to KPBS's interests

Guide Research for Public Service Technology Applications

- Work with leadership across educational institutions to create mutually beneficial linkages among broadcasting, online and other information technologies, and virtual education initiatives utilizing digital technology
- Maintain a strategy and plan for capital equipment replacement

Oversee Other Institutional Obligations of a Public Media Organization

- Ensure that programs meet federal, state and other institutional requirements
- Directly engage with elected officials and state and federal administrative staff to advocate for federal and state government support

Candidate Qualifications

Minimum Qualifications

- The equivalent of a Bachelor's degree in a relevant discipline and a minimum of seven years of increasingly responsible leadership experience in a public media environment
- Experience with strategic, financial planning and fundraising

Preferred Qualifications of the Ideal Candidate

- Demonstrated capacity to provide leadership in a complex and dynamic organization
- Demonstrated expertise in developing and implementing complex budgets that include multiple and variable revenue streams from a wide array of sources across a range of programs
- Successful experience leading and implementing strategic planning efforts

- Demonstrated capacity to lead the development and delivery of high-quality programming and community engagement initiatives
- Experience in government relations
- A successful record of work with governance and community support boards or the equivalent
- Demonstrated commitment to diversity, transparency, and inclusiveness in the work environment and programming to meet the needs of stakeholders and clients, including historically underrepresented or underserved communities
- Successful public or commercial broadcasting experience with knowledge of broadcast services and technology
- Demonstrated success with advocacy at the state and/or federal level
- A thorough understanding of and commitment to journalistic standards and editorial integrity
- Leadership and communication skills expressed within the organization and across the community
- Commitment to staff success
- A thorough understanding of FCC regulations and reporting requirements, including FCC-EEO requirements or equivalent
- Capacity for success within a university or similar environment

Application Process

Applications must include: (1) a cover letter describing how the candidate's specific education, training, and experience meet or exceed the listed skill sets and job responsibilities, (2) a detailed professional resume, (3) a diversity statement detailing the candidate's commitment and/or contributions to advancing diversity, equity and inclusion, and (4) a list of five professional references who have worked directly with or for the applicant. The position is open until filled, but the initial review of applications will begin no later than February 11, 2022.

Access www.kpbs.org for KPBS background information. To apply for this position submit all materials to Apply@netaconsulting.org.

In accordance with the California State University systemwide policy, the COVID-19 vaccine will be required for all students, faculty, and staff. An individual is considered fully vaccinated two weeks after their second dose of a two-shot vaccine or two weeks after the first dose of a single-shot vaccine. The individual hired into this role will be required to submit their completed vaccination documentation through the University's secure online health portal prior to beginning work. Individuals with an approved medical or religious vaccination exemption on file with the University will be required to complete regular COVID-19 testing.

San Diego State University is an equal opportunity employer and does not discriminate against persons based on race, religion, national origin, sexual orientation, gender, gender identity and expression, marital status, disability, pregnancy, medical condition, or covered veteran status.

After a contingent offer of employment is made, a background check (including a criminal records check) must be

completed. Any offer of employment is contingent upon successful completion of the background check. Failure to satisfactorily complete the background check may affect the application status of the applicant or the continued employment of a current CSU employee who applies for this position.

The person holding this position is considered a mandated reporter under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.