

HD-2 Program Director

Serves as member of the Programming department and reports directly to the Senior Director of Programming. This person insures that all HD-2 on-air communication is consistent with KSBJ mission and vision. The HD-2 Program Director is therefore responsible for every aspect of how the HD-2 product sounds including all music, promotions, imaging, production, service elements, audience interaction, and talk content. The HD-2 PD will also coordinate with KSBJ's Communications Department and HD Digital Strategist to insure that the product is meeting the needs of the online, Wi-Fi, terrestrial, and HD listening/social communities. The HD-2 PD is also responsible for designing, analyzing and implementing all research projects as well as formulating strategies for attracting, keeping, and increasing the KSBJ HD-2 audience.

Other duties include:

Overseeing and analyzing multiple HD-2 programming operations which include:

- **The on-air product**, by leading the HD-2 on-air team as well as conducting ongoing monitoring for quality, accuracy, and content along with weekly analysis and critique of HD-2 announcers.
- **The music content**, by participating in weekly music meetings to freshen/adjust HD-2 music categories and by examining and adjusting song rotation patterns to insure maximum listenership.
- **Production and imaging**, by providing oversight and leadership to the HD-2 Production Director to make sure that all produced messaging is consistent with the HD-2 mission and delivery.
- **Promotions, marketing, and community outreach**, by working with the Communications Department to insure that all HD-2 contests, promotions, and initiatives reinforce the vision, mission, and strategic marketing of the ministry.

This person will also:

- Work a daily HD-2 airshift
- Function as the HD-2 communications contact for all record labels
- Be responsible for HD-2 staff/life balance
- Help develop strategies to grow the HD-2 competitive footprint
- Work with KSBJ Special Events on HD-2 Concert opportunities
- Conduct ongoing performance reviews of existing HD-2 staff
- Identify candidates for future HD-2 staff positions
- Provide weekly HD-2 programming reports to supervisor and quarterly reports to the KSBJ Board of Directors
- Represent KSBJ HD-2 industry-wide
- Accept other duties and tasks as assigned

Qualifications include:

- A passion for Christian music and ministry
- Someone who is detail-oriented and proactive
- Excellent interpersonal and communication skills
- Demonstrable leadership and management skillsets in managing both vertically and horizontally

- A person who is knowledgeable, conversant, and demonstrates an understanding of the target audience (Persons 12-24) and the Christian culture at-large
- An understanding of social networking, online community management, mobile technology, and social media strategies and how they can be used to improve the listening experience.
- Previous broadcast experience as Radio PD or APD
- Understanding of radio music-scheduling software and applications.

To Apply:

Resumes should be mailed to:

Human Resources, 1722 Treble Drive, Humble, Texas 77338 or email
programmingdirector10@ksbj.org

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