



KCAT PUBLIC MEDIA

LOS GATOS | MONTE SERENO | SILICON VALLEY

POSITION: PROGRAM AND ENGAGEMENT MANAGER

Celebrating 40+ years, KCAT TV and Public Media has continued to be a leading provider of broadcasting government meetings, producing original content, covering local events, and offering innovative programming and services for all ages. KCAT educates, informs, entertains, inspires, and creates opportunities through the magic of TV, radio and digital media arts technology.

Based in Los Gatos, KCAT is now poised for expansion and looking for a Program and Engagement Manager with a unique skillset of revenue-generation and creative programming experience. As a strategic thinker with a magnetic personality, your successes at KCAT offer career-defining opportunities and the tools to explore, thrive, and grow. Our Manager will be a great communicator, possess a positive outlook and can-do attitude, and be confident, decisive, and collaborative.

SUMMARY

Reporting to the Executive Director, our Program and Engagement Manager oversees all aspects of KCAT's Adults 55+ program and will create and implement a strategic business plan to include program development and implementation, workflow structure, recruitment and community outreach, data capture and measurement, branding/PR/marketing campaigns, customer satisfaction indicators, scheduling, managing TV studio and on-location producers, and volunteer recognition events. The Program Manager will foster a welcoming, engaging, and creative environment.

PROGRAM MANAGER GOALS

- Be creative, and strongly encourage participants to create and produce original broadcast content
- Develop The Producers Network programs and events to generate revenue, capture leads
- Implement a workflow process for seniors to register or subscribe to The Producers
- Identify measurable strategies to recruit volunteers and cross-promote activities
- Promote The Producers Network brand through local print and digital ads and articles, TV and radio, flyers, newsletters, social media platforms, in-person activities, and public speaking
- Develop strong customer satisfaction indicators and volunteer recognition programs
- Create a KCAT community calendar of events for volunteers to participate in the "grab/go/film/edit" department of The Producers
- Identify, develop, and match people's skills and interests with designated roles
- Arrange technical training for Producers to support KCAT TV and Radio broadcasts
- Recruit new participants and sponsors each month
- Foster a cross-generational atmosphere and experience through collaboration with KCAT youth staff, campers, class participants and schools
- Attend KCAT bi-weekly staff meetings and others as required

EXPERIENCE AND EDUCATION:

3-5 years related experience. Associate or bachelor's degrees preferred in communication, TV/Film, video production, or related areas. Relevant work experience may be considered in lieu of a degree.

SALARY/SCHEDULE: \$60,000/year + negotiated incentives; Open to flex schedule based on program needs

TO APPLY: Email a cover letter and resume to info@kcat.org detailing why you would be the best candidate.

EQUAL OPPORTUNITY EMPLOYER KCAT is committed to attracting and retaining a diverse staff and honors all experiences, perspectives, and unique identities. We strive to create and maintain working and learning environments that are inclusive, equitable, supportive, encouraging, and welcoming.