



JOB DESCRIPTION

Executive Director

Position Summary

The Executive Director, an at-will employee of Easthampton Media Inc., reports to the Board of Directors and is responsible for leadership of the nonprofit 501(c)(3) organization. The Executive Director's responsibilities include video production, strategic planning, fundraising, community outreach, financial oversight, communications, and staff administration.

The Executive Director will demonstrate nonprofit, leadership skills, a high level of competency in all aspects of video production, and a track record of effective organizational development. Additionally, the Executive Director will exhibit the ability to build and maintain collaborative business and community relationships to further the strategic goals of the organization.

Finance

- * Works with Board of Directors and Treasurer to prepare and administer the annual budget.
- * Maintains accounting practices including, but not limited to, billing, purchasing, and processing of invoices for the station, in accordance with City and State guidelines.
- * Develop and present to the Board of Directors a strategic plan and lead economic development efforts that ensure the long-term financial stability of the organization.
- * Maintain safe and legal operations of a 501(c)(3).

General Management and Oversight of Station Operations

- * Work with Board of Directors to maintain and further develop rules, financial protocols, and personnel policies.
- * Formulate and implement policies, programs, and objectives for the station's PEG channels.
- * Meet regularly with the Easthampton Media Board of Directors for reporting and planning.
- * Identify and plan for technological changes for station and municipal upgrades.
- * Monitor telecommunication policy changes and legislation at a local, state, regional, and national level as it affects the organization.
- * Keep apprised of technology issues and make all equipment and software purchase recommendations.
- * Troubleshoot problems with production, cable-casting, and editing, and network systems.
- * Proactively resolve technical and/or network security issues.
- * Organize general repairs and contractors for station facilities.
- * Respond to correspondence, phone calls, and emails.
- * Ensure the organization is in compliance with all local, state, and national government legal and contractual obligations.
- * Coordinate purchase and installation of equipment for Easthampton Media within budget and with Board of Director approval.
- * Develop and/or maintain an equipment database to track all station equipment.



Outreach

- * Identify and foster strategic relationships with external organizations (including individuals, businesses, educational institutions, and non-profits), to strengthen Easthampton Media's standing in the community, increase exposure, and maximize our value within the region.
- * Initiate and strengthen ongoing discussions with relevant town leaders to ensure that the interests of Easthampton Media are being addressed and that Easthampton Media services are understood as having a significant value in our communities.
- * Work to increase community involvement at all levels.
- * Work with community groups to assist in planning and producing programs and community events.

Professional Development

- * Attend community access television conferences.
- * Arrange ongoing training.
- * Research and request opportunities for training to keep knowledge of current technology up to date.

Human Resources

- * Hire Easthampton Media employees.
- * Present evidence, with Board of Directors' approval, to terminate unsatisfactory employees of Easthampton Media.
- * Supervise all staff, interns, volunteers, and community producers.
- * Use all available resources to recruit interns.
- * Ensure that job descriptions are maintained, regular performance evaluations are held, and sound human resource practices are in place and adhered to.
- * Implement effective cross training of staff with appropriate provisions for succession, replacement, and emergency coverage.
- * Perform additional duties and responsibilities as required by Easthampton Media Board of Directors.