

Program Director – New Country 105.1 KNCI-FM

Bonneville International has been a leader in broadcasting for over 50 years, with a mission to build up, connect, inform and celebrate communities and families across our markets. We currently own and/or operate 22 radio stations in Seattle, Phoenix, Denver, Sacramento, San Francisco and Salt Lake City, along with the NBC Affiliate TV station, KSL TV 5, in Salt Lake. We're proud of our history, and we want talented people to join us as we continue to grow!

POSITION:

Now is your chance to be the next programming leader at New Country 105.1 KNCI in Sacramento. If you're up for the challenge, you should be skilled with music scheduling software, have a strong understanding of PPM, know how to interpret various kinds of research, understand how to use social media and the web to benefit your brand, know how to coach talent, have great relationships in the music community, and understand how to be a great leader and motivator with your team.

KEY RESPONSIBILITIES:

- Lead and coach talent
- Manage and lead all aspects of the KNCI brand, including on-air execution, music, talent, imaging, community profile, digital assets and social media
- Partner with Group Director of Programming, Market Manager and other key leaders to support and attain local and company goals, including ratings share and revenue goals
- Work collaboratively with sales, marketing and promotions to ideate, develop and execute revenue generating promotions and events that build the KNCI brand
- Function and work in a team environment across our platform of stations and media assets
- Drive KNCI social and digital media assets to maximize engagement and revenue
- Determine and maintain creative vision for KNCI to enhance the station's image and visibility
- Establish rapport within the community and develop events to increase KNCI's reach and profile
- Prepare and operate within annual expense budgets
- Ensure operation of station in accordance with FCC regulations and policies
- Participate in and actively support the organization's EEO policy as it relates to recruitment, selection, evaluation, compensation, training, promotion and termination
- Take a proactive role in supporting the organization's policy to prevent harassment of any kind within the workplace, at off-site places of company business and at company sponsored social venues

REQUIRED SKILLS & EXPERIENCE:

- Minimum of 5 years' experience successfully programming a major or large market with preference for experience programming a country station in a competitive landscape

- Thorough understanding of Nielsen PPM ratings and analysis
- Knowledge and understanding of sophisticated market research including perceptual studies, focus groups and music testing with the ability to analyze the data and make programming decisions
- Demonstrated ability to think both tactically and strategically
- Proficient in using music master and nexgen
- Knowledge and experience in creating and maintaining a superior brand
- Ability to develop and execute a strategic plan
- Previous experience coaching and developing on-air talent to a level consistent with station's image and brand
- Possess excellent oral, written, presentation and interpersonal skills
- Maintain a valid driver's license and proven ability to safely drive personal vehicle without exposing company to liability risks

Please apply at:

https://deseretmanagement.wd1.myworkdayjobs.com/BonSaltLake/job/Sacramento/KN-CI-Program-Director---Sacramento--CA_R174

We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law. Minority/female/disability PWDNET/veteran are encouraged to apply.