

WPCD Radio Director

Department: Fine and Applied Arts**Reports to:** Department Chair**Classification:** Regular, Full-Time, Non-Exempt, 12-month, Professional Support Staff**Pay Grade:** 12

Purpose: The WPCD Radio Director is responsible for overseeing the operations of the educational radio station to best serve the educational goals of the broadcast program within Federal Communications Commission (FCC) rules and regulations.

Nature and Scope: The WPCD Radio Director is a regular full time, 12-month appointment on a flexible schedule established and supervised by the Department Chair of Fine and Applied Arts. The position involves frequent handling of confidential information and records. The WPCD Radio Director must be able to work independently and accurately prioritize tasks.

Essential Job Functions:

- Supervise the daily operations of Parkland College's noncommercial radio station.
- Provide backup support to production and on-air performance as needed.
- Network with local radio stations and provide student referrals.
- Monitor, coach, and train on-air student performance.
- Prepare public service announcements and promotional pieces.
- Oversee the compiling of daily program and music licensing logs.
- Scheduling air shifts for student operators in conjunction with faculty.
- Ensure FCC compliance.
- Developing annual operation and programming plans.
- Serve on the various college committees.
- Serve as host to visitors and participate in speaking engagements to community groups.
- Supervise radio staff including Chief Engineer/WPCD-FM and various production personnel and students.
- Promote the broadcast program to District 505 schools and prospective students through live events and regular updating of the website and social media.
- Collaborate with instructors and staff members concerning curriculum development and assessment.
- Serve on the Communication Advisory Committee.
- Develop and maintain an underwriting program to secure external funding to support the broadcasting program.
- Establish and maintain relationships with local concert venues and community organizations and participate in promotion and coordination of major music events within the community.
- Regularly review music for programming on WPCD.
- Provide weekly reporting to CMJ and maintain relationships with record labels.
- Facilitate student leadership and training of student interns at WPCD.
- Update and disseminate WPCD policies and procedures for broadcast students and radio staff.

- Make recommendations for updating station facilities and programming.
- Other duties as assigned.

Minimum Requirements:

- Bachelor's degree in Radio, Mass Communication, or a related field.
- Verbal and mathematical abilities sufficient to write reports and broadcast items, prepare budgets, and perform other duties.
- Functional ability in current word processing packages, with the ability to learn the Parkland information system and new programs as technology changes.
- Website management and social networking skills.
- Knowledge of FCC rules and regulations as they apply to radio broadcasting.
- Prior experience in audio production and on-air performance in commercial broadcasting.
- Functional ability in music scheduling, production, voice tracking, and automation software (Adobe Audition/ProTools, SS32/WideOrbit).

Preferred Qualifications:

- Three (3) to five (5) years of professional experience in commercial broadcasting, especially as a program director or general manager.
- Master's degree in Radio, Mass Communication, or a related field and experience with college radio.