



## Los Angeles Unified School District - Job Opportunity

**Job Posting Title** General Manager-KLCS (Broadcasting)

**Reference code** JP17-070-XA1

**Minimum Salary** \$ 135,344.00 Annual

**Maximum Salary** \$ 167,736.00 Annual

**Application Open Date** 03/24/2017

**Information about LAUSD** Please apply soon as we expect a strong response to this recruitment.

We are LAUSD. We are at the forefront of innovation in public schools, with the serious work of tailoring the learning environment to better serve our community. Here, you will have the opportunity to exercise your potential in the business of education.

We are technical professionals, skilled workers, support staff, executives, and community champions. We do our jobs with a sense of integrity, accountability, and pride in shaping the future.

Our contributions here impact our number one customers - the 600,000 plus K-12 students of LAUSD. With over 1,000 job titles to choose from, build your rewarding career here by joining nearly 30,000 employees, and achieve new levels of success in your career!

**Department or School Site**

KLCS-TV, The Education Station, among the most viewed PBS stations in the nation, provides a multimedia education channels that inspire learners of all ages to higher levels of achievement and personal and professional growth through the use of programs and services that educate, inform, and enlighten. The current budget is approx. \$3 million.

KLCS is a noncommercial educational television station licensed to the Los Angeles Unified School District (LAUSD), and is a member of the Public Broadcasting Service, now potentially reaching over 16 million

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viewers throughout Southern California. KLCS began broadcasting its Channel 58 analog signal in November 1973 and its expanded digital service on Channel 41 in April 2003. KLCS is also carried by DirecTV, Dish Network, and all of the region's cable systems.

## Project

The Los Angeles Unified School District (LAUSD), the nation's second largest school district, is seeking a General Manager, for our television station KLCS, The Education Station.

The General Manager- KLCS will join an exceptional leadership team committed to supporting a world-class educational television station in Los Angeles. This position reports to the Superintendent of Schools, and will work in a close collaborative relationship with all levels of District staff and governance. the General Manager leads the KLCS team of 23 staff, comprised of producers, directors, camera operators, hosts, FCC specialists, and financial staff.

The Ideal Candidate:

The ideal candidate for General Manager, KLCS will have executive level broadcasting media experience with a special focus and understanding of the educational, instructional, and cultural programming unique to the educational mandate of the station. He/she will have an understanding of public education and broadcasting policy and serve as a strong advocate for the benefits of public television and education both within the educational community and the greater Los Angeles area.

He/she will have the business acumen necessary to manage the Station's budget of LAUSD general funds; State and Federal grant fund monies, and oversee the execution of contracts, purchasing, and staff by using best business practices from public broadcasting, commercial television industry, and private sector management. This individual will also understand the current funding challenges and will seek a reliable funding model that generates revenue for the Station.

This professional will have the proven strategic vision to maximize the value of the educational programs and productions and the expertise to link this programming to academic outcomes. S/he will have the expertise and experience in to maximize the value of the Station's productions and programming; will have experience in the development, syndication and marketing of television shows; will seek interesting and innovative shows, with the goal of increasing viewers, while maintaining the station's identity as The Education Station.

Our ideal candidate will have the professional understanding of the

unique elements of the Los Angeles media market and the talent and proven experience to collaborate with other media entities to create alliances to leverage the Station's resources, and impact/influence. S/he will have an awareness of current technology and the ability to integrate it with the needs of the District and the Community to further education in an environment of limited funding, and increased accountability.

He/she will have excellent communication skills, written and verbal, and the ability to explain complex issues with a balanced view towards the social, educational, and economic contributions of the Station for Los Angeles area.

The General Manager-KLCS will work in close partnership with the District educational leaders, administrators, educators, and staff to use the Station as a leading provider of classroom educational content and the creativity to use the station to support teacher training. Additionally, the General Manager will interact internally with the Board of Education, Superintendent of Schools and other senior staff on issues related to the role of the Station in the District.

The ideal candidate will need to be able to navigate through a complex organizational landscape with finesse and confidence with an orientation towards providing solutions. S/he will be resourceful, willing to pitch in, willing to learn, and be an ambassador for education.

The successful candidate for this career opportunity will understand the unique educational niche that the KLCS holds; they will have business acumen, and a commitment to public television and the value of education to improve lives and society.

#### Job Duties/Responsibilities

The individual chosen for this position will provide administrative direction and management over all business, financial, personnel, programming, production, engineering, and marketing activities of the District's Public Television Station, KLCS.

Some typical duties:

Directs and administers the activities of Station KLCS through subordinate managers, supervisors, and staff engaged in production and station operations.

Develops and implements programming options that support the educational mission of the District and expands the brand of the network to a national audience.

Coordinates and liaises with other educational, national, regional, and local organizations regarding sharing and obtaining education programs. Represents the station both locally and nationally, including meeting with Public Broadcasting Service (PBS), The Corporation of Public Broadcasting (CPB), California Public Television (CPT) and others.

Prepares and manages the Station's budget comprised of LAUSD General Funds, and State and Federal Grant fund monies, and develops short and long-range financial forecasts.

Represents the Station in meetings with the Board of Education, Superintendent of Schools, Local District Superintendents, District administrators, corporate and governmental agencies, the national Public Broadcasting Service (PBS), the Corporation for Public Broadcasting (CPB), California Public Television (CPT), the National Educational Telecommunications Association (NETA) , schools, and community organizations.

## **Benefits**

Insurance: District paid premiums for your choice of several medical, dental, and vision for you and your dependents; and life insurance plans.

Retirement: Membership in the California Public Employee Retirement System (CalPERS).

Vacation: 24 days each year.

Paid Holidays: 12 days.

## **Minimum Requirements**

Experience: Qualified candidates must have graduated from a recognized college or university with a bachelor's degree\*. An advanced degree\* in Communications or a related field is preferred.

Education: At least five (5) years of management experience directing a multimillion dollar broadcasting operation including budgeting, purchasing, contract development and implementation, labor relations, and personnel management.

Three (3) years of supervisory responsibility over the development, production, and scheduling of cultural, education, and/or public affairs programs for noncommercial or public television may substitute for up to three (3) years of the required experience.

An advanced degree in broadcasting, journalism, communications, business administration, or other related field may substitute for up to two (2) years of the requirement

Note: To verify the education requirement, an original diploma or official, sealed transcript must be presented at the time of the interview.

\*Applicants who have completed college or university course work at an institution in a country other than the United States, must obtain a complete evaluation of foreign transcripts and degrees. Please be sure to request a "Detailed" evaluation report.

## Employment Selection Process

Please be sure to include correspondence from @lausd.net as an approved sender so that messages aren't accidentally placed into your spam/junk e-mail folder.

For more information about the LAUSD employment assessment process, visit the 'My LAUSD Career' section of our website at <http://www.lausdjobs.org> .

## Application Process

If you have what it takes to work in a rewarding and challenging environment, then we would like to learn more about you.

Please note that in order to be considered as an applicant for this position; you will need to submit an on-line application including a resume and cover letter.

Interested applicants must **apply** through our online application system, however, once registered, it is not necessary to complete all of the tabs. Simply complete the mandatory tabs, and skip to the ATTACHMENT tab to attach and submit the following items:

- 1) Professional resume;
- 2) Cover letter, in which we would like you to address your professional experience, education, and training and why you believe that you are the best fit for this position.

Your cover letter is a VERY important component in our application process as it will become part of the next step in our selection process.

Please contact Deborah Jansen at [deborah.jansen@lausd.net](mailto:deborah.jansen@lausd.net) or 213 241-5449 with any questions regarding this position or our application process.

## DO YOU NEED TECHNICAL ASSISTANCE WITH THE ON-LINE APPLICATION?

Please visit [www.lausdjobs.org](http://www.lausdjobs.org) and click on "help desk service request form" located to the left of the Quick Links.

To find out whether the application deadline has been extended, visit the website at: <http://www.lausdjobs.org> .

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The Los Angeles Unified School District intends that all qualified persons shall have equal opportunities for employment and promotion.

Reasonable accommodations in completing an application and testing are available to individuals with disabilities. Please call (213) 241-3455 for more information.

**Additional Posting Information**

Selection and promotion are based on a competitive employment assessment process. Candidates who pass all parts of the assessment process are placed on a hiring (eligibility) list based on their assessment score. Hiring departments may make job offers to candidates on the top three ranks of the hiring list. Eligibility typically lasts for 12 months. The hiring list resulting from this assessment process may be used to fill open positions in related job classifications.