

## Vermont Public Radio Job Description Vice President for News

**Job Title:** Vice President for News  
**Department:** News  
**Reports To:** President & General Manager  
**FLSA Status:** Exempt  
**Prepared Date:** June 11, 2008  
**Approved By:**  
**Approval Date:**

### SUMMARY

Responsible for leading the News Department as an essential and in-depth news service, managing and directing all aspects of VPR’s news gathering and story production efforts, setting editorial policy, focusing on the production and promotion of NPR-quality newscasts, in-depth stories and series, including the VPR commentary series, and ensuring editorial integrity in all VPR news formats. Manages the News staff. May assist the President & General Manager on various issues outside of functional area of responsibility as requested, including the VPR Board of Directors and staffing committees as needed. Advises on national and international news programming.

Contributes to the general management of VPR as a member of the senior management team.

### ESSENTIAL ROLES

1. VPR News and Projects
2. Vermont Edition
3. Online News Content
4. Commentary Series
5. Ethics
6. Strategic Planning and Planning Committee
7. Supervision

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

Essential Duties and Responsibilities	Fully Competent	Excellence in this Position
Leads the development of the long-range vision for the news reporting efforts of VPR. Participating at the senior management team and Board level to develop a collective vision for VPR, embodied in the organization’s mission and strategic plan, then works to implement the plan.	Demonstrates a good understanding of the trends in the development of news programming. Contributes that knowledge effectively to the Board, VPR’s senior leadership, and the News staff.	Demonstrates an in-depth understanding of the trends, the development and maintenance of content for the various media that VPR uses and will be using (radio, online, and other digital media).
Sets news and editorial policy for the News Division.	Provides clear guidance on VPR's news and editorial policy consistent with VPR's plans and values as well as generally accepted ethical standards.  VPR News serves broader community according to public radio core values.	Provides clear guidance on VPR's news and editorial policy consistent with VPR's plans and values. Staff understands and works consistently within policy guidelines. Appropriately resolves policy conflicts and/or ambiguities.  Guides station through ethical cross-departmental news situations.

Essential Duties and Responsibilities	Fully Competent	Excellence in this Position
<p>Supervises the operations of the News Division. This includes long-range planning, story assignment, editing reporters' copy and production, and developing news staff proficiency in reporting, production, and on-air operations. Supervises online news content. Proposes and coordinates special events and breaking news coverage. Ensures the maintenance of the highest level of editorial quality and integrity in the work of the News Department.</p>	<p>The News Division is well-managed, runs smoothly, and covers well key stories affecting Vermont. The News Department is recognized as a major source of accurate information about Vermont issues. The vice president ensures the editorial integrity of VPR's news services in accordance with nationally accepted principles.</p>	<p>The News Department creates programming that is recognized as significantly contributing to Vermont's discussion of critical public policy issues. Content for the various media VPR uses and will be using are anticipated and provided. The vice president effectively communicates VPR's values and policies in this area to staff and the broader community as needed. VPR's journalism and news department is acknowledged as among the top-ranked in the region for quality and commitment.</p>
<p>Experienced as a reporter/producer. Plans research, writing and producing news and public affairs program material, including news reports, documentaries and special events coverage or special news programs. Serves as Executive Producer for specials and external news events and gatherings. Establishes and maintains news sources in the community. May perform as talent and carry out other on-air work as needed. Knows &amp; understands operation of broadcast recording equipment.</p>	<p>Acts consistently with the highest standards of journalism, business ethics, and personal integrity. Preserves confidentiality appropriately. Fully capable in editing, field recording, and producing news reports for radio, web and broadcast.</p>	<p>Actions serve as a model for staff. Inspires news department and encourages innovation in techniques and innovations in ways to deliver the news.</p>
<p>Ensures the maintenance of news department files, including digital archive of stories broadcast on VPR. Ensures that all communications about news story content are handled appropriately.</p>	<p>Systems are developed and implemented to ensure the appropriate maintenance of News Department files. Archives are a priority and easily accessed by staff.</p>	<p>News archives are used actively. Innovation in processes and systems are implemented regularly, as a leader in the field of archiving historical material digitally.</p>
<p>Works closely with other public radio stations, Associated Press, NPR and other organizations outside the area to ensure the availability of the highest quality of news programming to VPR listeners. Participates in the regional journalism community.</p>	<p>Effectively represents VPR as needed at the regional and national level.</p>	<p>Serves as an ambassador for VPR, both formally and informally. Develops and maintains an active network of relationships in the local community and broader public radio system. May take a leadership position in local, regional or national organizations. Brings opportunities to VPR as a byproduct of these efforts.</p>

<b>Essential Duties and Responsibilities</b>	<b>Fully Competent</b>	<b>Excellence in this Position</b>
Participates in station fund-raising activities as needed.	Regularly contributes to successful fund raising efforts. Understands and effectively plays appropriate roles.	Other fund raisers express a high level of confidence that whatever role is required will be done well. Helps listeners and potential listeners connect with VPR.
Develops and manages annual News Department budget.	Works with CFO to effectively manage budget. Understands impact of decisions on budget.	Budget process is part of the entire department and staff. Stewards resources with prudence and accountability. Looks to share budgetary knowledge and responsibility
Submits and coordinates Award entries	Uses awards process to develop staff and improve content.	Wins regional and national awards. VPR is perceived as a strong contender in award competitions.
Represents VPR to the national public radio community. Maintains strong working relationships with relevant national organizations.	Effectively represents VPR as needed at the regional and national level.	Develops and maintains an excellent network of relationships in the local community and broader public radio system. May take a leadership position in local, regional or national organizations. Recognized as a leader in these organizations. Brings opportunities to VPR as a byproduct of these efforts.
Recruits, manages, evaluates and develops the News Department staff consistent with VPR's values.	Establishes an effective staff with individuals developing their skills, working well together, and working well with other departments while preserving the journalistic independence and integrity of the News Department.	The News Director attracts, motivates and retains an excellent team. Develops highly promotable staff, including a potential successor. The department is able to attract and retain high quality employees. Excellent communications across departments are facilitated among employees, with the Board, with the public, with relevant national organizations, and with suppliers. Conflict is managed constructively. Preserves confidentiality appropriately.
Participates in the development of VPR's Strategic Plan. Leads the effort to understand relevant trends likely to impact future development efforts.	Active participant and resource for the Board in the strategic planning process	Understands deeply and communicates effectively the impact of political shifts, economic and demographic trends, and technological advances on the development potential for VPR. Seen as a key resource to the Board in area(s) of expertise.

Essential Duties and Responsibilities	Fully Competent	Excellence in this Position
Serves as a member of VPR's management and executive team, sharing responsibility for the ongoing operation of the whole organization.	Works effectively with peers on projects affecting the whole organization. Effectively coordinates department activities to mesh with those of other departments as needed. Recognized by peers as an effective teammate.	Works with the President and other colleagues in ways that make them more effective. Has a broad understanding of all of VPR's departments sufficient to collaborate effectively with peers, ensure excellent communication and teamwork among departments, contribute significantly to VPR's general management, and help other managers do their jobs more effectively
In both attire and attitude, exhibits professional demeanor, appropriate for VPR's workplace and mission.	Develops personal skills and characteristics that model what is desired in all employees.	Demonstrates a high level of commitment and dedication to the mission and continuous improvement of VPR, a high level of energy, and an obvious enthusiasm for the work of VPR. Consistently acts with the highest standards of journalism, business ethics, and personal integrity. Serves as an excellent ambassador for VPR, both formally and informally. Helps listeners and potential listeners connect with VPR.
Involved in ongoing professional development for the benefit of VPR.	Appropriate certifications are renewed as needed.	Ongoing professional development is a priority and is seen as a model by other staff.

**EXCELLENCE IN THIS POSITION** includes the following:

1. A high level of commitment and dedication to the mission of VPR and public radio. Volunteers financial support to public radio.
2. A high level of energy. An obvious enthusiasm for the work of VPR. Outgoing, friendly with co-workers, and demonstrates an appropriate sense of humor.
3. Acting consistently with the highest standards of journalism, business ethics and personal integrity. Preserving confidentiality appropriately. Stewarding resources with prudence and accountability.
4. Serving as an excellent ambassador for VPR, both formally and informally. Helping listeners, potential listeners, and donors connect with VPR. Holding leadership positions in the community on boards, committees, and through general volunteer opportunities.
5. Facilitating excellent communications across departments, among employees, with the Board, with the public, with relevant national organizations, and with suppliers. Fostering open and candid relationships with VPR listeners and contributors. Managing conflict constructively.
6. Demonstrating a commitment to the continuous improvement of VPR's ability to fulfill its mission and vision. Demonstrating and encouraging creativity and enthusiasm for this work.

7. Effectively working to strengthen the public radio community nationally. Being recognized by peers for knowledge of the craft, demonstrated expertise and success, and commitment to the cause. Holding leadership positions in national organizations involved with public radio. Bringing increased opportunities to VPR as a byproduct of these efforts.
8. Expressing consistent, high performance expectations for themselves, their department, VPR's leadership, and VPR. With staff: helping them develop a high level of commitment to their mission and excellent teamwork. Helping develop employee skills and abilities, mentoring well, and helping employees realize their professional goals. To the extent possible, helping develop the next generation of leadership at VPR and creating a viable succession plan for their department. Attracting and retaining great employees.
9. Working with the President and General Manager in ways that make him/her more effective.
10. Developing a broad understanding of all of VPR's departments sufficient to collaborate effectively with peers, ensure excellent communication and teamwork among departments, contribute significantly to VPR's general management, and help other managers do their jobs more effectively.

### **SUPERVISORY RESPONSIBILITIES**

Managing the News Department. Supervises some News staff directly, others indirectly. Directly responsible for some reviews, indirectly responsible for the reviews of the whole department.

### **POSITION REQUIREMENTS**

**Education and Experience:** Bachelor's degree and at least 10 years of relevant experience at a public or commercial radio station, or equivalent. Substantial experience in news and public affairs programming; at least 3 years of professional news management experience. Several years of supervisory or managerial experience. Familiarity with the mission and philosophy of public radio. Significant editorial experience.

**Essential Skills:** Excellent knowledge of journalistic principles, ethics and standards. Intimate knowledge of Vermont and the Northeast highly desirable. In-depth knowledge of state, regional, national and international issues required. Excellent organizational, communications (written and verbal), and interpersonal skills required. Demonstrated ability to work collaboratively. Ability to work under strict deadline conditions

**Physical Demands:** While performing the duties of this job, the employee is regularly to talk, hear, walk, sit for extended periods, travel, occasionally stand, use hands to feel and hold, and reach with hands and arms. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision and ability to adjust focus. Hearing is required. The ability to travel, both by driving and flying, is necessary. The work environment is usually an office and is usually quiet, but may vary substantially if individual is covering news events. (The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.)

*Please note: This is not an all-encompassing statement of this position's responsibilities. While it attempts to be comprehensive, new responsibilities may be assigned to this position at any time.*