



## JOB DESCRIPTION & INVITATION FOR APPLICATIONS

### EXECUTIVE DIRECTOR

#### Urban Media Arts (Malden, Massachusetts)

Urban Media Arts (“UMA,” formerly known as MATV), a nonprofit community media organization established in 1988, invites applications for the position of Executive Director. UMA is responsible for the management and operation of the Public, Education and Government (PEG) Access channels for the City of Malden, and has received dozens of national awards for its programming and services. The organization offers TV/video production resources, media education workshops, citizen journalism, podcasting, multimedia storytelling, a physical and virtual art gallery, a community reading program, and networking opportunities, both online and in-person. UMA completed a rebranding process in 2021, moving from a traditional PEG access facility to an urban media arts operation.

UMA’s mission is to connect community, promote civic engagement, and nurture arts and culture by offering media resources, training, creative opportunities, events, and networking.

Primarily funded by annual grants from the City’s current cable providers (Comcast and Verizon), UMA provides resources, training, and channel time to members of the Malden community. UMA owns its 6,000 square foot community media center facility and may locate to a larger facility in the near future.

A northern suburb of Boston with a population of about 70,000, Malden boasts a history over three centuries old, growing from a small settlement in 1640 to a modern, energetic city today. Residents state proudly that Malden has always been at the heart of things, a major contributor to the everyday fabric of American life, having given birth to writers and industrialists, revolutionaries and governors, actors and artists.

Malden has preserved its neighborly and small-town tradition, but also supports an active business community, a downtown in the process of rejuvenation, a fine system of parks and playgrounds and a variety of social, cultural and fraternal organizations. Malden has the best of both worlds; ready access to the best of the big city and the familiar feel of a small town.

**Summary Description:** Under the direction of the UMA Board of Directors, the Executive Director is responsible for the formulation and implementation of policies, programs and objectives for developing and utilizing the PEG Access channels, resources and services. The Executive Director must work well with local government, private and internal constituencies to design and implement strategies for this multi-faceted nonprofit organization, and inspire the participation of community volunteers and organizations in UMA activities. This position requires a highly motivated and organized individual who works well with others and has a passion for public service and the mission of UMA. While candidates from a wide-variety of professional and industry backgrounds will be considered, experience in the following areas will be highly valued:

- Media technology, community media, new media and distribution models
- Community leadership
- Nonprofit/staff management
- Budgeting and finance
- Fundraising and entrepreneurial activities
- Familiarity with the issues and people in Malden

### **Essential Duties and Responsibilities of the UMA Executive Director:**

Responsible for all UMA activities, including operations, procedures, preparation of annual budgets and financial reports, acquisition and maintenance of equipment and physical plant.

Identify, hire and supervise staff positions as needed.

Secure supplemental funding sources, oversee preparation of grant applications and initiation of fundraising campaigns.

Monitor ongoing expenditures and receipts.

Formulate and implement UMA's outreach, marketing and public information campaigns to promote programming and other UMA activities.

Serve as a spokesperson for UMA with government officials and the public.

Maintain close working relationship with elected officials, non-profit organizations, schools, libraries, civic organizations and local businesses.

### **Additional Duties and Responsibilities of the UMA Executive Director:**

Negotiate and assure compliance with all UMA contracts, and assure that UMA meets standards imposed by funding sources.

Prepare agendas for UMA Board of Directors meetings and provide all relevant information.

Advise the Board of Directors on relevant federal, state and local legislation.

Assure that all UMA operations comply with applicable federal, state and local laws.

Establish adequate personnel policies, maintain a positive working relationship among staff members, assure that staff members receive appropriate training, demonstrate fairness in dealings with staff members and people served, and employ progressive discipline as needed.

Expand, sustain and administer an active volunteer recruitment program.

Oversee all necessary logbook and program scheduling procedures.

Oversee workshops, training sessions and special projects.

Keep informed of trends, issues, events and developments within the community media field through professional peer contacts, conference attendance, etc.

Work constantly to improve and enhance the services offered by UMA, and evaluate its capacity to serve and meet the needs of Malden residents and organizations.

### **Minimum Employment Standards and Requirements:**

#### *Education/Experience:*

BA or BS degree from an accredited college or university, or equivalent experience.

A minimum of five (5) years of management or supervisory experience in the community media field, public administration, communications or a related field, or an equivalent combination of training and experience which provides the desired knowledge and skills.

Must have achieved a senior level position in an organization or department.

#### *Knowledge/Skills:*

Extensive knowledge of the cable TV/community media field and telecommunications issues that affect it, including federal, state and local cable regulations, program production, operating rules, training, and related matters.

*Knowledge/Skills (continued):*

Demonstrated experience in fiscal administration, planning, nonprofit organization management, marketing/public relations, and human resource development.

An understanding of fundraising, financial development, and local government budget processes.

Personnel management experience, including responsibility for hiring and termination.

Excellent public speaking and written communications skills, including the ability to initiate, develop and maintain good relationships with a broad range of people.

A sound business approach to identifying and solving long-range problems and issues, an understanding of financial management, and the design and implementation of control systems.

A commitment to facilitate artistic expression and the constitutional rights of free speech.

Ability to outreach to and work with diverse groups, individuals, ideas and opinions.

Demonstrated self-confidence and sound judgment sufficient to handle challenges.

**Desirable Experience and Skills:**

Knowledge of, commitment to and a passion for the mission of PEG Access.

Experience in working with local government staff and elected officials.

Work experience with educators and community groups.

Experience in guiding a media or arts organization through the process of re-locating its facility.

A strong commitment to helping the residents and organizations of Malden.

Proven successful track record in fundraising, including short- and long-term planning, grant writing, and the ability to cultivate prosperous relationships with the funding community.

Executive level experience in leading a nonprofit organization, preferably in non-commercial community media.

Experience and comfort with the use of social media tools for marketing and recruitment purposes.

Ability to empower and delegate to others without micromanaging, and to keep staff engaged through reviews and meaningful two-way dialogue.

Experience in dealing with conflicts with board members, staff, local government partners and the public in a professional manner.

Verbal and writing skills that reveal an ability to communicate with and make presentations to various business, academic, community, and government organizations.

Experience in working effectively with diverse populations.

Demonstrated ability to develop and coordinate active outreach/volunteer programs.

**Anticipated Employment Starting Date: April 2022**

This job description should not be construed to imply that these requirements are the exclusive standards for the position. Employees will follow any other instructions and perform any other related duties as may be required to fulfill all job responsibilities and the mission of the organization.

Annual salary range is \$80,000 - \$95,000, commensurate with experience, within the framework of UMA's annual operating budget. A benefits package is included, and relocation assistance is available.

**Applicants must submit:**

1. **A detailed letter of introduction (*describing the degree to which their experience, knowledge and skills match the identified duties and responsibilities, minimum employment standards and requirements, and desirable experience and skills of this position*);**
2. **A current resume;**
3. **A statement regarding the applicant's salary and benefits requirements; and**
4. **At least three professional references with telephone numbers.**

**Submit the application materials described above -- as PDF format attachments to an e-mail message -- to The Buske Group, c/o Randy VanDalsen ([randy@thebuskegroup.com](mailto:randy@thebuskegroup.com)).  
The Buske Group has been contracted by UMA to assist in the Executive Director search.**

**Applications must be received no later than 5:00 PM (EDT) on Monday, December 13, 2021.**