



## JOB DESCRIPTION AND INVITATION FOR APPLICATIONS

July 25, 2022

### EXECUTIVE DIRECTOR

The **North Suburban Communications Commission (NSCC)** is a joint powers venture by the cities of Arden Hills, Falcon Heights, Lauderdale, Little Canada, Mounds View, New Brighton, North Oaks, Roseville and St. Anthony, Minnesota (located just north of Minneapolis-St. Paul). About 110,000 residents live in the nine member cities. The NSCC administers and enforces the franchise agreement with Comcast; manages resources that include franchise fees from the member cities; Public, Educational and Government (“PEG”) access support funds and other assets; and informs member cities and the public of developing technology and issues related to cable communications. NSCC provides oversight of North Suburban Access Corporation (“NSAC”), a nonprofit operating under the DBA of “NineNorth.” NineNorth produces community-focused digital media to assist member cities, surrounding communities, nonprofits, local businesses, and educational institutions to connect, inform, educate, and engage with their communities. NineNorth is charged with developing and acquiring new innovative programming, maintaining channels and facilities, and providing a high-level media resource to the community and stakeholders.

**The NSCC/NSAC Board of Directors seeks qualified applicants for the position of Executive Director. The anticipated start date is approximately November 15, 2022.**

NineNorth (formally CTV North Suburbs) manages a studio facility serving several cable channels, including two in HD. NineNorth also owns a high-definition production truck that is utilized for live productions.

The 2022 annual budget for NSCC/NSAC is approximately \$1.3 million. NSAC focuses heavily on earned income to increase the budget.

### SUMMARY DESCRIPTION

The Executive Director is the chief executive officer and principal spokesperson for NSCC and NineNorth. Key responsibilities include a variety of community media activities, oversight of Comcast to ensure compliance with its franchise obligations, and supervision of such areas as outreach, training, production, programming, and promotion.

This person must lead and inspire others, ensure the fair and equitable delivery of services, encourage the growth of diverse and quality community programming, invigorate civic engagement, and enable NineNorth to realize its mission in a digital age. The Executive Director formulates and implements policies, programs, and objectives for the PEG access channels, resources and services. The Executive Director reports to the NSCC/NSAC Board of Directors, and must work effectively in a team environment.

### **Essential Duties and Responsibilities:**

Provide direction and leadership in the formulation and achievement of the NSCC/NineNorth philosophy, mission, and annual and long-range goals and objectives.

Develop relationships and implement an organizational strategy based upon partnership building, innovation, and excellence in programs and services.

Identify and pursue opportunities to advance the mission while simultaneously broadening the base of financial support, including fee-for-service revenue, grants, and cable-broadband franchise resources. Develop and maintain an earned income strategy.

Work in collaboration with NSCC/NineNorth Board of Directors and staff to develop and implement all policies, procedures, and long-range strategic plans. Prepare periodic reports regarding progress toward and barriers to the achievement of such policies and plans.

Ensure that Comcast complies with the terms of its franchise agreements with the nine member cities on an ongoing basis.

Oversee administrative, financial and program operations, and all personnel matters.

Prepare and, following Board approval, administer the NSCC and NineNorth annual budgets. Develop and implement responsible fiscal procedures and policies.

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

### **Additional Duties and Responsibilities:**

Negotiate and assure compliance with all NSCC/NineNorth contracts, and assure that NSCC/NineNorth meets the standards imposed by funding sources.

Prepare agendas for the NSCC/NineNorth Board of Directors meetings and provide all relevant information.

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

With assistance of the NSCC/NineNorth attorney, assure that all 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, and demonstrate fairness in dealings with staff members and the people served by NSCC/NineNorth.

Participate in local, regional, and national networks as a leader in community media and 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 NineNorth, and evaluate its capacity to serve and meet the needs of residents and organizations within the nine member cities.

## **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 any 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, and Abilities:*

Extensive knowledge of or experience in the cable TV/community and digital media field, including federal, state and local cable regulations, program production, operating rules, training, and related matters.

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

An understanding of municipal budget processes, fundraising, and financial development.

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.

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

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

Ability to work effectively with diverse populations and build community focused collaborations.

## **Desirable Qualifications:**

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

Work experience with local government agencies, educators and community groups.

A strong commitment to helping the residents and organizations of nine member cities.

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

Proven successful track record in entrepreneurial activities and 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.

## **Desirable Qualifications (continued):**

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

Experience in dealing with conflicts with board members, staff, municipal 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.

## **Anticipated Employment Starting Date: Approximately November 15, 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.

The starting annual salary will range from \$100,000 - \$120,000 depending upon the selected applicant's qualifications and experience. A generous benefits package is also included.

## **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 qualifications 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 Sue Buske ([sue@thebuskegroup.com](mailto:sue@thebuskegroup.com)). The Buske Group is assisting NSCC/NineNorth in this Executive Director search.

**Applications must be received no later than 5:00 PM (CDT) on Friday, August 15, 2022.**

*Interviews with Semi-Finalists (via Zoom): August 22-24, 2022.*

*Notifications to Finalists: August 24-25, 2022.*

*In-person interviews with Finalists: September 6-7, 2022.*

***Links to information about NSCC/NineNorth and the Minneapolis-St. Paul area:***

### **NSCC/NineNorth:**

<https://ninenorth.org>

<https://www.facebook.com/ninenorthmedia>

<https://ninenorth.org/about-ctv/nscc-governance/>

### **Minneapolis-St. Paul area:**

<http://visit-twincities.com>

<http://www.exploreminnesota.com/where-to-go/minneapolis-st-paul-area>