



**Job Title:** General Manager

**Station Name:** Raven Radio, KCAW (104.7 90.1)

**Location:** Sitka, Alaska

[Description of Sitka](#)

**Salary Range:** \$60,000 - \$70,000,  
depending on experience with a competitive  
benefits plan

## About KCAW

KCAW-FM is a dynamic community radio station located in Sitka, Alaska – a small 9,000 person island community in Southeast Alaska. Since signing on the air in 1982, KCAW has broadcast a diverse and vibrant program schedule to Sitka, and the seven neighboring remote communities who host KCAW translators (Angoon, Elfin Cove, Kake, Pelican, Port Alexander, Tenakee Springs and Yakutat), as well as a wide expanse of the coastal fishing grounds.

There is no other place where radio is a more critical part of the community fabric than in Alaska. KCAW serves as everything from a hub for community wellbeing and creative expression, to a public service for political news and civic engagement, to an emergency alert system for severe weather warnings for outlying communities. In Sitka, residents know every voice that shows up on the air, the station raises an unprecedented per-capita support from local, small-dollar donations. Active volunteer engagement is consistently in the hundreds.

KCAW is a committed member of CoastAlaska Inc., a consortium of six community radio organizations cooperating to improve service to Alaskans while decreasing costs. As a manager, you'll have access to administrative and engineering resources of the entire network to support you.

KCAW occupies a special place in the media universe; equal parts community radio station and major media brand. Its programming is fresh and eclectic and designed to represent our diverse community; from Alaska Native language and oral storytelling programming to local member-led shows like 'Alaska's Fresh Catch', 'Bulevar Latino', or 'Mississippi Delta Lines'. Raven Radio has built a solid reputation for training producers,

and several former staff and volunteers are now award-winning national producers. As the leader of this station, you'll have the opportunity to play a critical mentorship role for dedicated, motivated staff, alongside seasoned radio professionals.

More than anything, KCAW is a place of creative, vibrant spirit. It's a place of lively music, laughter, and expression. We stay close to the mission of community radio everywhere: 'mirror to the community, window on the world'.

### **Who is this Opportunity Right For?**

This position is the opportunity of a lifetime for someone who wants to build a career in nonprofit management, surrounded by a membership and volunteer community that wants you to succeed. No matter your experience level, if you bring the drive and work ethic, the entire community at KCAW is ready to embrace your talents and catalyze your learning.

We need a GM who is ready to invest in KCAW for the long-haul. To make a home here and leave a legacy behind at the station. Most importantly, we need someone who is dedicated to serving Alaska and Alaskans.

Specifically, the station is seeking a candidate with exceptional talent for people management and positive experience guiding and supporting an independent and motivated staff; someone who will nurture and tend to the station's culture with robust communication, and an energy and zeal for community radio and KCAW's mission.

#### *Preferred Qualifications...*

- Experience in leadership roles at community organizations or small businesses.
- Relevant work or formal education in broadcasting, communications, community engagement, or programming.
- Familiar with community media either through work experience or as a listener or volunteer.
- Experience with financial management, budgeting, fundraising and development preferred

#### *Preferred Characteristics...*

- Be a highly self-motivated, initiative-seeking individual.
- Be an active listener to staff, Board, and the KCAW listener community.
- Create a cohesive, cooperative team culture of staff and volunteers.
- Ability to delegate responsibility and confidently lead a staff.

- Ability to think critically and creatively to envision future service for all media platforms.
- A commitment to community service: the ability to model and instill a public service ethic and listener focus throughout the organization.
- Able and excited to make management of staff and culture-building a priority: possess a high EQ, and be able to communicate in a direct and courteous manner.

**Job Description:**

As the General Manager at KCAW you will be responsible for overseeing all aspects of station operations, community engagement, and team management.

**Key Responsibilities:**

*Operational Leadership:*

- Manage day-to-day operations of the radio station, including programming, scheduling, and technical requirements.
- Have a demonstrated ability to plan and implement organizational goals, lead strategic and business planning, and manage many multi-stage projects
- Ensure compliance with FCC regulations and industry standards.
- Develop and implement station policies and procedures.
- Work closely with CoastAlaska regional staff and other CoastAlaska managers.

*Community Engagement:*

- Foster and maintain strong relationships with local community organizations, leaders, and residents, and local and tribal government entities.
- Act as the station's ambassador within the community, attending events, meetings, and functions.
- Collaborate with community partners to create and promote local events and initiatives.
- Manage a robust network of volunteers.

*Programming and Content Development:*

- Oversee the creation of engaging and relevant content, including music, talk shows, news, and special features... with a focus on quality air sound, the art of radio, and cohesive, integrated programming.
- Encourage and support community members in producing their own shows and content, and ensure that programming reflects the diverse interests and voices of the community.

- Ensure the integrity and protect the editorial independence of the news department.
- Develop KCAW's brand as we connect with new audiences online.

*Team Management:*

- Hire and supervise department heads and inter-departmental staff in accordance with Personnel Policy.
- Building staff morale and cohesion amongst the team. Lead, motivate, and manage a team of radio professionals, including on-air talent, producers, and administrative staff.
- Provide strategic leadership and regular communication to the KCAW Board of Directors.

*Financial Management:*

- Develop and manage the station's budget, ensuring financial sustainability.
- Lead on major donor relationships and grant writing. Support and management of the Development Lead, who will direct membership pledge drives, mail campaigns, and underwriting.
- Monitor and analyze financial reports, making data-driven decisions.
- Prepare an annual budget and reports for revenue and expenses.

*Technical Operations:*

- Provide emergency station support in partnership with the Operations lead.
- Learn and know basic functions of workstations, computers, and electrical equipment.
- Learn and know station operational requirements well enough to be able to give direction to Coast Alaska Engineers on the needs of the station.

## **How to Apply**

Interested candidates are invited to submit their **resume and a cover letter** detailing their qualifications and dedication to community radio to: [applications@kcaw.org](mailto:applications@kcaw.org) **Please include "KCAW General Manager Application" in the subject line.**

Deadline: First Screening deadline is Sunday, February 4th, Midnight AKST. Position open until filled. KCAW Raven Radio is an equal opportunity employer. We value diversity and inclusion in our workplace.

Salary Range: \$60,000 - \$70,000, depending on experience with a competitive benefit plan