



## KMVA Program Director/Brand Manager

Desert Valley Media Group is seeking a Program Director/Brand Manager for DVMG's KMVA-FM Phoenix station – Hot 97.5/ 103.9

### POSITION SUMMARY:

This position is responsible for the strategic vision and execution of the programming format for our 97.5/103.9 (KMVA-FM) Radio Station. This individual will work closely with on-air talent and meet DVMG's goals by maximizing ratings and digital metrics. The program director is also responsible for scheduling, imaging, station strategy and developing revenue generating promotions and supporting the company's sales and marketing teams.

### Job Responsibilities:

Set programming and operational policy and strategic mission for radio station.  
Leads the content team, providing strategy, planning and oversight of content across KMVA-FM's various platforms.  
Reviews and interprets audience research and develops a plan and strategy to retain and expand audience.  
Sets programming standards and monitors content to ensure consistent quality and outstanding audience service, in keeping with KMVA-FM standards.  
Manages programming resources, including developing and monitoring budgets, working closely with Business Manager.  
Ensures that programming is consistent with KMVA-FM's mission, goals and policies and adheres to FCC guidelines.  
Recruits, supervises, and evaluates content team, providing regular guidance, coaching, training, and development  
Excellent writing and production skills to image and brand your stations are essential.  
People skills and the ability to work closely and positively with talent, other department heads and an aggressive sales team are critical.  
Digital and social media strategies must be as engaging as on-air tactics and execution.  
The best candidates will be detail oriented with the ability to multi-task.  
Must be skilled in talent coaching with a proven record of making good talent great.

### Requirements:

Deep Understanding of PPM and all Nielsen Software Products and Reports  
Familiar with all Social Media Platforms and using them; and getting talent to extend the brand and conversation with audience and clients  
Good at problem solving and prioritizing  
An understanding on how to blend syndicated programming into the local fiber of the station.  
Demonstrated ability to motivate, develop and coach staff, from support to on-air talent  
Ability to work in compliance with company policies and procedures.

### Qualifications:

3-5 years as a successful Program Director. Experience in a supervisory position preferred.  
Proven ability to function effectively under deadlines and in high-pressure situations.  
Thorough understanding of FCC guidelines regarding compliance with rules including indecency, profanity, payola/plugola, and contesting.  
Ability to interact and communicate effectively with diverse groups of individuals.  
Skilled with Music Master, Wide Orbit, Voxpro, Adobe Audition and other cursory studio/broadcast equipment preferred.

### Applications:

Apply online through any of our station websites listed below or by mail. [www.hot975hot1039.com](http://www.hot975hot1039.com) , Mailing Address: Desert Valley Media Group, Attn: HR 4745 N 7<sup>th</sup> St, Suite 410, Phoenix, AZ 85014 or contact Mike G/Operations Manager at [mikeg@desertvalleymediagroup.com](mailto:mikeg@desertvalleymediagroup.com)