

# Wisconsin Broadcasters Association

*The Wisconsin Broadcasters Association fosters and promotes the development of the arts of aural and visual broadcastings in all its forms...*



## Chief of Staff Wisconsin Broadcasters Association

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### Overview

This is a director level, full time, exempt, full benefits position that reports directly to the CEO/President of the Wisconsin Broadcasters Association.

The Chief of Staff (COS) supports the WBA CEO/President's **Core Activities** and provides leadership of **Strategic Initiatives** to facilitate the role of the CEO/President of the WBA so that s/he can work effectively with internal and external stakeholders and fulfill commitments to WBA members, partners, and Board of Directors. This is in part an administrative role yet it is also a strategic and proactive role that requires a combination of focus and flexibility and a willingness to play an active behind-the-scenes role. The position requires a highly resourceful individual with strong emotional intelligence, self-motivation, strong analytical and communication skills.

Support of CEO/President **Core Activities** requires a focus on the CEO/President's critical agenda items for any given day, week, month, quarter or year to help ensure they are addressed, completed and done well. This function requires the COS to have a complete understanding of the CEO/President's and organization's goals and priorities.

The COS provides independent leadership of **Strategic Initiatives** initiated by the CEO/President, Board of Directors, the membership and the COS. Strategic Initiatives will address needs within the organization, opportunities for growth, and industry changes affecting the association and its membership. They will be tangible, real time projects that may encompass any imaginable practical need to support WBA activities.

### Primary Responsibilities

The Chief of Staff, under the direction of the WBA CEO/President is responsible for assisting and/or managing **core activities** and **strategic initiatives** as determined by WBA leadership.

- Assist/manage CEO/President core activities: Revenue Development, Advocacy, External Relations
- Assist with administrative/office needs as required. I.E. answering phones, office equipment support, mail, correspondence, supplies, etc.
- Assist VP of Events and Member Services/review membership programs
- Assist in the implementation of the WBA Strategic Plan
- Serve as WBA Communications Director
- Oversee utilization/application/implementation of technology/software
- Oversight of WBA branding: Website, Social Media, Newsletter, direct consultants, research and data activities, etc.

- Assist/oversee coordination and implementation of WBA federal and state legislative activities/events/communications
- Serve as liaison to selected WBA committees and provide assistance as required, attend meetings, prepare reports, etc.
- Assist with annual conference activities primarily planning and marketing/participate in on-site management
- Assist with financial activities
- Assist with member needs/issues: WBA customer service
- Maintain appropriate relationships with other association, industry, government, academic institutions and vendors to enhance the image of the Association and the attainment of its objectives

### **Minimum Qualifications**

The position requires a highly resourceful individual with strong emotional intelligence, self-motivation, strong analytical and oral/written communication skills.

***Performance will be evaluated equally on interpersonal communication skills and position responsibilities.***

- Educational or professional background in broadcasting or broadcast journalism preferred
- Preferred 5+ years broadcast, association, lobbying or journalism experience
- Preferred 3+ years management or supervisory experience within a medium to small business/organization with fiscal accountability
- Strong organizational and problem solving skills
- Demonstrated effective negotiation and collaboration skills
- Self-motivated
- Professional and positive demeanor
- Understanding and commitment to standards of ethical business practices
- Preferred knowledge and understanding of federal and state legislative process
- Preferred familiarity with federal and state lawmakers i.e. names, districts, political characteristics, causes
- Well versed in current news and events
- Prompt/deadline oriented

Please email resume and cover letter to: [hr@wi-broadcasters.org](mailto:hr@wi-broadcasters.org)

*The Wisconsin Broadcasters Association is an Equal Opportunity Employer. Women and minorities are encouraged to apply.*