

FLORIDA PUBLIC MEDIA

Interested candidates should send a cover letter and resume to: jobs@floridapublicmedia.org

Executive Director.

Position Overview

Florida Public Media, [FPM], the statewide consortium of 24 PBS and NPR stations, seeks a visionary, relationship-driven Executive Director to lead the organization into its next chapter.

The Executive Director serves as the chief executive and facilitator for FPM and is responsible for advancing the shared interests of Florida's public media stations. This leader champions public media as essential to democracy, education, emergency communications, and community connection, grounded in the belief that access to trustworthy information and educational content is fundamental to civic life.

Reporting to the FPM Board of Directors, the Executive Director works collaboratively with member station leaders, policymakers, funders, and strategic partners to advocate for public media, generate revenue, strengthen statewide collaboration, and ensure long-term sustainability.

This role requires a balance of strategic leadership and hands-on execution. The Executive Director must be both a big picture thinker and an operational doer, comfortable managing revenue initiatives, government relations, remote teams, and day-to-day organizational functions.

The Executive Director must reside in the state of Florida, and be available for regular travel throughout the state; for meetings with member stations, legislators, partners, and stakeholders.

Key Responsibilities

Leadership and Strategy

- Facilitate a shared statewide vision and long-term strategy that reflects the collective priorities of FPM member stations.
- Serve as a consensus builder and trusted facilitator who promotes collaboration and alignment across diverse stations and markets.
- Work with the Board to define annual priorities, measurable goals, and clear benchmarks for success.
- Monitor public media, technology, policy, and industry trends to proactively position FPM for future success.
- Lead strategic planning processes and ensure execution against board approved plans.

Revenue Development and Sales

- Lead and participate in statewide underwriting and sponsorship sales efforts.
- Develop and execute strategies that grow revenue for FPM and its members through corporate sponsorship, philanthropic partnerships, public funding, and collaborative ventures.
- Establish and achieve annual revenue goals in partnership with the Board.
- Support and guide revenue staff, including setting performance expectations and accountability measures.
- Leverage statewide carriage and collaborative production opportunities to maximize value for underwriting partners.
- Identify new revenue models, shared services opportunities, and fee for service initiatives that strengthen sustainability.

Member Station Engagement and Collaboration

- Build strong, trust-based relationships with the executive leadership of all member stations.
- Embrace and support the geographic, demographic, and organizational diversity of Florida's public media system.
- Facilitate collaboration among stations in areas such as news, production, engineering, technology, underwriting, and shared services when appropriate.
- Serve as a neutral convener when alignment or coordination is required.
- Communicate consistently and transparently with member stations regarding strategy, advocacy, and revenue initiatives.

Operations, Management, and Accountability

- Lead and manage a primarily remote staff with clarity, empathy, and accountability.
- Ensure strong financial stewardship, ethical management, and transparent operations.
- Oversee budgeting, financial reporting, contracts, policies, compliance requirements, and the annual audit in partnership with the Board.
- Prepare board materials, meeting agendas, and reports that provide clear insight into performance and priorities.
- Maintain accurate records, agreements, and organizational documentation.
- Establish and report on measurable performance indicators, including revenue growth, advocacy outcomes, collaboration milestones, and organizational effectiveness.

- Clearly defined annual milestones will measure success in this role; such as revenue targets achieved, public funding secured, successful advocacy outcomes, expanded collaborative initiatives, and positive engagement feedback from member stations.

Government Advocacy and Public Affairs

- Lead; state-level government relations and advocacy efforts on behalf of Florida Public Media.
- Build and sustain strong relationships with legislators, legislative staff, state agencies, and key policymakers.
- Engage in a fast paced, dynamic environment that requires timely responses during legislative sessions and major initiatives.
- Serve as the primary liaison on public funding, policy initiatives, and legislative priorities affecting FPM member stations.
- Represent FPM in public forums, coalitions, and statewide leadership groups.
- Develop coordinated messaging and advocacy strategies in collaboration with member stations.

Essential Skills and Knowledge

- Entrepreneurial and self-starter mindset with the ability to operate independently.
- Demonstrated success in sales and revenue development, including management of revenue goals.
- Proven ability to lead and inspire remote teams.
- Experience working with public media organizations or similar member-based associations is strongly preferred.
- Ability to work collaboratively with station leaders and lobbyists in government advocacy, public affairs, or legislative relations.
- Working knowledge of and commitment to ethical journalism and media production principles and practices.
- Understanding of marketing principles, audience engagement, and brand positioning.
- Ability to balance strategic thinking with operational execution.
- Skilled consensus builder with high emotional intelligence and professional judgment.
- Proven ability to lead organizational change.
- Capacity to lead in a complex and rapidly changing media environment.
- Passion for public media and its civic, educational, and cultural mission.
- Commitment to collaboration, inclusivity, and ethical leadership.

Work Details

- Full-time position.
- Residence within the state of Florida is required. The executive director must have (or obtain) a current Florida driver's license.
- Regular travel throughout Florida is required for legislative sessions, station visits, board meetings, and partner engagement.
- Flexible work location. This position operates in a primarily remote environment with work from home expectations, supplemented by in-person meetings as needed.
- Occasional evening or weekend commitments may be required for events, meetings, or advocacy activities.
- This role offers a unique opportunity to lead and shape the future of public media across the state of Florida through collaboration, advocacy, innovation, and sustainable growth.

Work Environment and Physical Demands

The work environment characteristics described here are typical of a business office environment and representative of those employee encounters while performing the essential functions of this job.

Reasonable accommodations will be made to enable individuals with disabilities to perform essential functions.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job: The employee is regularly required to stand, walk and sit; use hands; talk and hear; read a computer screen and use a computer keyboard.

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