

TOR and JOB DESCRIPTION

Revised June 2014

Title: MANAGER RADIO OPERATIONS (MRO)

Grade: (as per negotiated contract with Board)

Responsible to: Chief Executive Officer

Terms of Reference:

The MRO is responsible for the daily radio and website outputs of the Corporation in terms of quality and reliability of transmissions, the timely and professional presentation of up-to-date music selections, news and current affairs programs, sponsored and other pre-recorded information and educational programs and commercials.

The scope of responsibility includes the operations of regional stations, SIBC's FM network, Human Resource Management and Development and also forward planning for expanding the FM Network and investigating the possibility of utilizing digital transmissions.

The MRO is in charge of all recruitment to SIBC radio operations and decisions will be made in consultation with the CEO.

The MRO will direct operations when SIBC is in disaster preparedness and response mode (ref. SOP re NDMO) and search and rescue mode (ref. SOB re Maritime and Aviation Divisions) and thereafter to ensure the public in all threatened or affected areas can receive timely warnings and information from the appropriate authorities via radio broadcasts.

This role is effectively the deputy CEO with specific responsibility for ensuring day to day operations proceed as required. The appointee is in charge of all heads of Units and regional station managers to ensure they have what is needed to deliver outputs to high professional standards for listeners, and also to ensure Heads are able to lead their units to successful outcomes.

It requires the MRO to maximize utilization of the web and all available technology for research and networking purposes.

The MRO will attend Board meetings as required by the Chairman to deal with enquiries about SIBC's radio operations

Job Description

- Chair and lead weekly Management Committee Meetings
- Coordinate the daily and weekly operations of all units in the Corporation by regular consultation and analyses of matters including staff deployment, the program schedule, presentation shifts, new programs, training of staff, touring in communities, deployment and maintenance of vehicles etc
- Coordinate and consult with Finance and Administration manager on all matters regarding expenditure
- Provide a monthly summary of activities to contribute to management and board decision making and annual reporting
- Initiate annual staff appraisals reporting and to discuss these with CEO for further action.
- Develop and update the Marketing plan in consultation with Head of Sales
- Ensure the SIBC brand is maintained by ensuring staff perform to highest professional standards in Pijin and in English while upholding high production values, news values and response to clients and communities
- Respond to concerns raised in listener, client and staff surveys and taking these forward to resolution
- Initiate research, ideation and design for marketing and sales strategy
- Ensure commercial advertising contracts with clients are well described. (MRO is the signatory for all radio advertising and sponsorship contracts)
- Ensure that revenue objectives described in the marketing strategy are achieved
- Advise CEO and MFA, on staff matters related to training, discipline and promotions
- Initiate ideas for program improvement e.g. promoting drama, competitions and outreach programs that add value to SIBC's outputs
- Research and network with media industry to keep in touch with trends and issues in engineering, music and ICT.
- Deputise for the CEO whenever necessary.
- Represent SIBC at meetings, functions and events.

Qualifications and Experience

To successfully carry out the above group of tasks requires a creative person who has extensive experience in a national broadcasting organization and the media industry and who has recognized competencies in a combination of the following:

- Sales and production of broadcasting products
- News and current affairs
- Music production, music formatting and music policy
- Creative thinking, report writing, policy drafting, research and analysis
- Experience with social media and ability ensure maximum usage of the SIBC website
- Presentation and commentary on Sports, special events and Parliamentary reporting
- Programming for rural development, women/gender, youth, children, leadership
- Manage human and financial resources
- Public relations and branding
- Technical aspects of broadcasting – both terrestrial and digital
- Studio engineering (transmission engineering would be an added advantage)
- Studio automation and IT software applications
- Planning and organization of outside and remote location broadcasts
- Special events organisation and broadcasting

Qualifications: The appointee will have a University degree or diploma plus significant experience in media and broadcasting.

The appointee will be a broadcaster who has demonstrated leadership ability, creative thinking, courageous decision-making and the ability to articulate and express in written and spoken English.