

The Role of a Program Director

Key Roles and Responsibilities

- Ensure the radio station is on air 24/7 and operating within approved programming guidelines – (e.g. ACMA, CBAA, APRA, AMCOS etc + Station Policies) plus other sensitivities within the community of your city/town.
- Monitor the station across the day every day of the week.
- Be on call 24/7 for programming, technical and security faults or associated issues.
- Recruitment and Training of new On-Air Staff, ensuring they understand and support station's Vision, Mission and Values.
- Direct, Coach, Motivate and Encourage current On-Air Staff – conducting air-check and other work reviews, SWOT analysis, plus program forward planning and brainstorming.
- Produce and update current Presenter's Handbook and ensure all presenters/announcers are informed of our Programming Policy.
- Maintain regular contact with all presenters to ensure focus on strategic programming goals and identify and address any staff issues or concerns.
- Mediate and help resolve problems concerning staff.
- Conduct annual staff appraisal reviews.
- Plan and maintain On-Air roster with appropriate contingencies.
- Liaise with General Manager, Music Director and Operations Manager re on-going programming policies and plans.
- Operate within the confines of the budget.
- Plan, implement and review Clock Changes.
- Plan and implement station imaging.
- Liaise with Engineering and IT staff re technical/computer maintenance, upgrades and other associated issues.
- Assist in creating, planning and executing station promotional activity.
- Assist in forging and maintaining relationships with key station partnerships.
- Assist in planning listener research and analysis and interpret results.
- Plan, write, organise and schedule Promos and Liners.
- Monitor and assess activities of other radio stations in your city/town.
- Liaise with existing program suppliers.
- Respond to enquiries, suggestions and other comments from potential program suppliers.
- Respond to applicants for on-air positions.
- Respond to feedback from listeners re programming issues.
- Represent the station at key events and meetings.