

UNC-TV Chief Content Officer (CCO)

UNC-TV seeks an inventive broadcast, internet and mobile media professional to deliver engaging content that educates, informs, entertains and inspires.

The CCO will deliver content that diverse North Carolinians embrace, and position UNC-TV as a leader in innovative programming for 21st century audiences.

[UNC-TV](#) is a public media network headquartered in Research Triangle Park between Raleigh and Durham and governed by the University of North Carolina System. With a \$28m budget, and 150 permanent, temporary and contract employees, the network's 12 television stations provide four digital channels, broadcasts of national and syndicated programming, and original content. The broadcast signal covers virtually the entire state of North Carolina and parts of Georgia, South Carolina, Tennessee, and Virginia, reaching 13 million households. There are also 1.3 million UNC-TV online users and 118,000 social media followers. UNC-TV has the third-largest audience reach of all American public television stations.

The Chief Content Officer will oversee all day-to-day content delivery functions, and play a leading role in a year-long strategic planning process that will include input from university and government officials, community and business leaders, commercial media executives and the viewing public, and will reshape and modernize UNC-TV for vitality and competitive success among 21st century audiences.

BASIC FUNCTION

Reporting to Chief Executive Officer Lindsay Bierman, the new CCO will be an integral part of the senior management team. The CCO is responsible for growing and developing UNC-TV's content in a way that provides continuity with past programming, advances its educational and public service mission, and meets the evolving needs of North Carolina's diverse audiences. The CCO is tasked with delivering engaging content and leading-edge distribution strategies that attract new audiences to broadcast, web and mobile platforms.

The CCO will be responsible for fostering an innovative, high-performing and collaborative work environment that supports creativity, diversity, inclusivity and learning among staff. She or he will ensure that this culture is embedded in the division and conveyed to all new and current staff. The CCO will ensure that the Content Team produces high quality content within budgetary constraints that engages UNC-TV diverse viewer cohorts of different ages, lived experiences, interests and cultures.

ONGOING RESPONSIBILITIES

Leading a staff of 50 (not including contractors) and managing a content budget of \$12m, this position oversees all content initiatives, both curated and original, across multiple platforms and formats. Content quality and audience embrace will drive growth in UNC-TV's viewership and membership. Within the context of ongoing transformational change that the internet and mobile platforms continue to have on the accessibility and use of media by the viewing public, the CCO must have the ability to anticipate the interests of North Carolina's diverse audiences, the viewing platforms that these audiences will favor, and how different platforms affect content design and delivery.

Other responsibilities include:

GENERAL MANAGEMENT, DEPARTMENT FINANCIAL MANAGEMENT

- Ensure, by effective management and leadership, that the department's day-to-day operations and in-process projects are professionally organized; provide staff with appropriate direction, while shaping/supporting a high functioning team with skills and a drive that aligns to mission; provide for hiring/retention/change of team members and for their professional development;
- Ensure proper administration of content-related contracts, licenses and agreements, and compliance with relevant terms; ensure that infrastructure, use of technology and support systems are scaled appropriately with regard to the content delivery function;
- Maintain the department's fiscal health, and in particular the financial and operational sustainability required to fulfill all content delivery commitments; ensure that the department adheres to an approved annual budget, while providing for the unforeseen; ensure that contributed and earned revenue associated with content positively tracks budget and operating plans; foster an atmosphere of transparency and accountability in matters relating to the department's financial condition and forecasting.

CONTENT CURATION AND DEVELOPMENT OF ORIGINAL CONTENT

UNC-TV offers a range of both curated and original content. The CCO will foster a strong audience-first vision that is innovative, inclusive, professional and meets the needs of diverse constituents throughout North Carolina – young and old, in urban and rural settings, and people of diverse interests, backgrounds, cultures and geographies.

- **Curated content** encompasses programs that are developed outside of UNC-TV. The CCO will ensure that UNC-TV has access to the very best curated content, and that original content produced by UNC-TV is not already available from existing suppliers in a substantially similar form at lower cost and better quality. With this in mind, the CCO and the Content Team develop relationships nationally, internationally and state-wide with content producers, influencers and intermediaries within and outside the PBS framework, including independent producers. The Content Team should be acutely aware of both mainstream and niche programs on offer; the cost of acquiring and deploying such programs through broadcast, web, podcast and mobile means; licensing terms; and coming trends in the sector.
- **Original content** produced or co-produced by UNC-TV is a critical growth area, and the Chief Content Officer will drive that growth. The network currently airs over 3400 hours of local programming annually, with 247 hours of first-run programming produced each year from popular series like North Carolina Weekend, Sci NC, My Home, NC and public affairs programming including ncIMPACT, NC Spin, and Front Row with Marc Rotterman. In addition, UNC-TV has a public service function and broadcasts full sessions of the UNC Board of Governors, Town Hall meetings, and Governor's briefings on emergency management. The CCO will continually assess and improve UNC-TV's original content as measured by a) embrace by diverse audience cohorts, b) fulfillment of UNC-TV's public service and educational mission, c) national recognition for quality programming, and d) demand by other stations to acquire programs developed and

distributed by UNC-TV. The CCO will develop particularly strong working relationships with other organizations that might partner in the development of exciting content, and will maintain a working knowledge of significant trends and developments in public and private media.

Distribution affects content design, and different distribution platforms offer unique content design challenges depending on the platform, the financial model used by these distribution platforms, and the favored device employed by users to view content. Each prospective platform poses a different challenge. Future distribution platforms for UNC-TV content may include subscription providers (Netflix, Hulu, Disney, Amazon Prime, AppleTV), social media platforms (Facebook, YouTube, Twitter), cable and cellular networks, video and audio podcasts, and more. The CCO will have a deep and ever-current understanding of the content distribution ecosystem and its financial models, so that UNC-TV is positioned to evolve with the sector.

QUALIFICATIONS AND EXPERIENCE

The Chief Content Officer should have the following experience and qualifications:

- Proven senior-level programming/content experience, problem solving, and financial experience; commitment to and knowledge of the needs and challenges faced by media reaching diverse urban and rural populations, coupled with an understanding of the operating environment in widely distributed communities; knowledge of the North Carolina media landscape would be advantageous but is not a prerequisite;
- 10 years minimum in content development, curation and delivery that may include journalism/reportage, public relations, video production, filmmaking (documentary or creative), or related fields is required; experience shaping content for distribution through multiple platforms and technologies is a distinct advantage; bachelors or advanced degree or equivalent is preferred;
- An understanding of the operating culture of a state university or similar institution would be an advantage, as would experience in working with government and political officials; a strong understanding of the broadcast media and the different approaches and platforms used to access online content is critical;
- Demonstrated ability to develop strategic and thoughtful responses to the challenges that arise in creating programs that address diverse community needs; intrepid yet tactful, with the flexibility and creativity needed to find alternative ways to reach programming objectives when barriers arise; a skilled negotiator;
- Outstanding oral and written communication skills, including excellent public speaking skills for formal and extemporaneous presentations;
- A demonstrated ability to work effectively with constituents, funders, and other stakeholders with different backgrounds and from a variety of communities; experience as a problem-solver, facilitator, and catalyst for new ideas; a track record of developing productive relationships with diverse partners;
- Experience with effectively managing similarly sized budgets and staff; a team builder – confident and competent, with strong skills in management and leadership; one who

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understands the subtleties of motivating and directing a diverse group of personalities with different work styles;

- Experience in all things related to content, brand consistency, meaningful measurement of analytics, segmentation and localization;
- A willingness to embrace change and to adapt strategies;

For more information please contact:

Dennis Hanthorn
(404) 806-8200
dennish@moppenheim.com

Steve Oppenheim
(202) 803-6673
steveno@moppenheim.com

m/Oppenheim Executive Search
(415)762-2650
info@mOppenheim.com

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